

CHEMIST & DRUGGIST

The newsweekly for pharmacy

November 15, 1986

a Benn publication

PSNC 'accepts'
loss of
contractor vote
as Bill gets
Royal Assent

No evidence' of
new openings
says Currie as
60 join Register

R. Clarke — new
PSNI president

Society presses
for aspirin as
Pharmacy only

NPA-PSGB push
for free condoms
via pharmacy to
combat AIDS

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COMMENT



No doubt many pharmacist contractors would like to have been

flies on the walls that witnessed the new contract debate by the PSNC this week. The guarded statement issued by the Committee after the meeting (p826) on the day before it "entertained" the new Minister for Health Tony Newton at its annual dinner belies the probable intensity of the debate which must have preceded PSNC's U-turn on the PPSC contractor vote issue.

An apparent division between Committee and executive surfaced last week (pp 773, 774) and is compounded by PSNC member Alan Tweedie's re-statement of the Northern LPCs poor view of the package as it now stands (p851). Meanwhile the British Pharmacists Association keeps saying: "We told you so." For the most part the profession has been strangely muted. Indeed as C&D was closing for Press LPC representatives give little evidence of any strong feelings



about the package (p828).

The NHS (Amendment) Bill has now received Royal Assent but the Regulations and guidelines are as yet unpublished. The PSNC now says limitation of contract cannot come in before April 1. The DHSS has run out of time to meet the preferred New Year target. The PSNC statement makes it clear that their *quid pro quo* for accepting "little" or "no" contractor vote on the PPSC is a remunerative package of real benefit. Presumably negotiations on that package will have to be largely complete in time for the January 10 LPC conference. And yet, C&D understands the

date for the next PSNC/DHSS meeting on remuneration has still to be fixed.

The sometimes uneven distribution of pharmacies has been further upset by the influx of new pharmacies. The Government is now, according to Mrs Currie, turning a blind eye to the lemming-like rush to open pharmacies (p826) while reserving the right to "examine the problem" when it regains its sight. PSNC chief executive Alan Smith was right to voice his fears over the lack off of a cut off date for pharmacy applications and the open-house opportunity that will be presented unless the Government closes the prior commitment door. Indications are that it cannot or will not restrain other retailers from "taking in" pharmacies because of legal constraints. Unless it can do so the contract is a non-starter for the profession. Let us hope Mr Newton's maiden speech to the profession contains indications that the PSNC has a chance to restore some balance to the contract.



PSNC swallows Lords decision on PPSCs

The Pharmaceutical Services Negotiating Committee appears to have accepted the loss of the contractor vote on pharmacy practice subcommittees, but is to push hard to restore the *quid pro quo* with the Department of Health.

In a statement issued following Tuesday's meeting the Committee says: "The PSNC strongly deprecates the removal of the contractor's vote from the PPSC. Furthermore it resents the implied slur on the integrity of contractors in requiring them to be absent when the vote is taken.

"The PSNC will continue to negotiate in the strongest possible terms the details of the Regulations and guidelines associated with the new contract and, in particular, the Committee will insist on an early cut off date after which all applicants

will be referred to the PPSC.

"Negotiations on remuneration will take place concurrently with special reference to the very early implementation of an additional pharmacist's allowance, no discount items and a fee related to period of treatment, to ensure that the balance of benefits to both contractors and the Department of Health returns to equilibrium."

Chairman David Sharpe did not accept that this was a u-turn on PSNC's previous policy. He hoped the Government would allow the non-contracting pharmacist to have a vote, and thought the proposal had a "very strong chance" of being accepted. No date has yet been set for the next negotiating meeting with the Department. No indication has yet been given by the Department as to when the Regulations on contract limitation will be laid.

New pharmacies — no evidence

The Government has no evidence of "large" numbers of new pharmacies being opened before limitation of contract for community pharmacists comes into effect. Mrs Edwina Currie, the junior Health Minister, told the Commons last week.

But she made it clear that if there was evidence of large numbers of new pharmacies being opened in advance of the new arrangements the DHSS would examine the problem. She was speaking in the final debate on the NHS (Amendment) Act — it was given Royal Assent on Friday — which authorises the introduction of the new contract.

Mrs Currie confirmed that the new arrangements embody safeguards which ensure that "there is no opportunity for someone to open a pharmacy and then quickly close it to obtain a payment".

In inviting MPs to endorse the new contract, Mr Tony Newton, the Health Minister, said the Government believed that a "reasonable balance" had been struck which would work in fulfilment of the objectives set. He assured the House that should the arrangements not work satisfactorily in practice they would be re-examined.

Dr John Marek (Lab) urged that the

appeal procedure should be kept simple. "One should be able to appeal only on a few principles for example, if something has been done wrongly or if the decision is one to which a reasonable person could not hold," he said.

Mrs Currie told Mr Archy Kirkwood (Lib) that the Government would be looking for co-operation from the Pharmaceutical Society and the PSNC in ensuring that the new arrangements operated as intended. "In other words, if a problem comes up quickly, we expect to be notified quickly so that we can ensure that the regulations are followed."

Register growing at 50 a month

August, September and October have seen the Pharmaceutical Society's Register of premises swell by 150 to another twelve year high, at 11,648.

The Register is up 59 in October, the greatest monthly rise since September 1985's massive 127 increase — and that was just prior to the original anticipated start date of the new contract.

In England (excluding London) there were 51 additions and 11 deletions, with London seeing six additions. Scotland had a rise of six, with seven additions and one deletion; Wales had seven additions.

NPA puts sub up by £40

The National Pharmaceutical Association is increasing its subscription rate for the next calendar year by £40, to £200 a year.

The major part of the increase (£25) is going to the Chemists' Defence Association to meet a sharp increase in the claims for third party and professional indemnity and in the premiums paid by the CDA for re-insurance.

The remaining £15 will go towards recruiting additional staff for the information and publicity departments. The demand for NPA services has continued to rise markedly with the raising of the Association's publicity profile.

NPA director Tim Astill points out there has been no increase in the NPA portion of the subscription since 1983 when the advertising campaign started. The contribution to advertising had remained at £50 per pharmacy, despite a sharp increase in the costs of advertising.

Of the three elements in the subscription, only that paid to the CDA had increased, and that through circumstances over which the NPA had no control. Subscription income to the NPA itself has fallen slightly from 1984 to permit increased payments to the CDA.

PSNC puts seal on Nuffield

The PSNC this week approved all its working party recommendations on Nuffield, making minor changes to three (C&D October 25, p684).

The LPC seminar on Wednesday approved all these recommendations. In PSNC's recommendation on Nuffield's ninth point on remunerating extra roles, "points system" was replaced by "merits system". New wording for point 10 is "PSNC welcomes recommendation 10 but considers it is imperative that linked with any change in the supervisory element within the pharmacy, it is essential to consider the need for additional pharmacist cover and flexible hours." In 15, "average treatment quantity" now reads "treatment period".

■ The NPA has made available a **Farm Sales Register**, similar in format to a CD register. It costs £2.87 (+VAT) — refill pages are £1.15 (+VAT). The register contains a code of practice for the safe use of veterinary medicines on farms.

AIDS: NPA seeks free condoms . . .

Pharmacists will become closely involved in the Government's attempts to control the spread of AIDS, says National Pharmaceutical Association director Tim Astill.

He believes the profession should give more thought to supplying addicts with clean free needles, but emphasises they "should exercise discretion in the light of local circumstances".

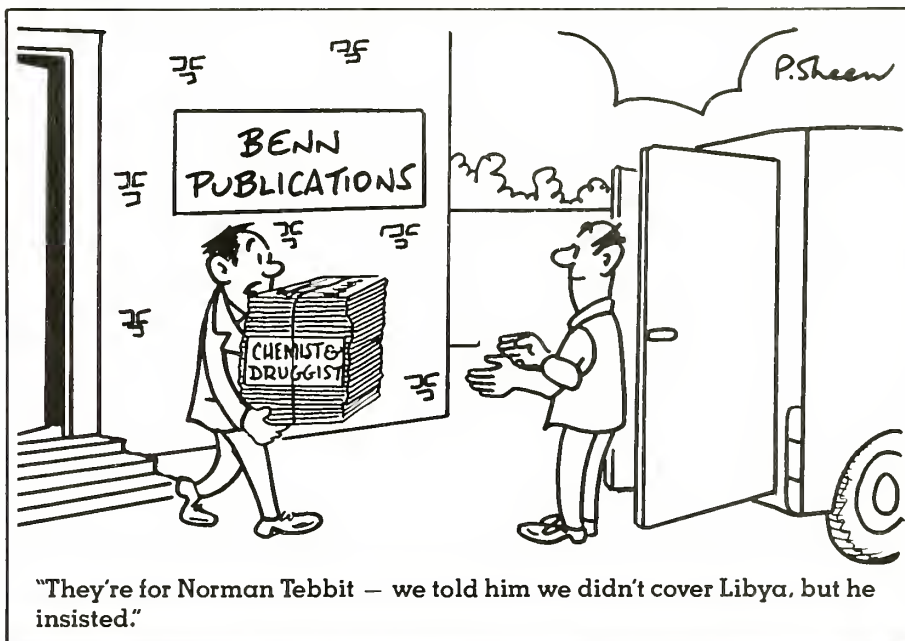
"Any decisions should be made after consultation with doctors, social workers, and the local drug dependency committee".

Mr Astill also pointed out that the Government was being pressed to begin free distribution of condoms. "If the Government is serious about combatting the spread of infection — where better than a pharmacy for a readily accessible outlet. It would be costly but cheaper than treating thousands of AIDS victims," he says. "And it would reflect well on the professionalism of pharmacists as they would lose profits from sales they might otherwise have made".

Mr Astill says the NPA has made a joint approach with the Pharmaceutical Society to the Department of Health urging that pharmacists be used as a channel for distributing information on the disease. The NPA has issued a Press release to national and local newspapers, and radio stations explaining how condoms can protect against the transmission of sexually transmitted diseases, and recommending the public seeks advice from pharmacists.

At the October Board meeting Jeremy Clitherow (Liverpool) said that on the advice of their local drugs dependency committee pharmacists had been supplying new needles and equipment on a "new for old" basis. As far as was known, there was no infection in local addicts.

He urged the NPA to review its policy and advise members on the difficult question of supplying clean needles and syringes to injecting addicts. During the discussion it was pointed out that the drug abuse scene differs markedly from one area to another, and professional opinion on the supply of needles and syringes was divided. As a national organisation the NPA would need to exercise care in giving guidance and it was agreed that it would not be right to advise members to supply needles and syringes on demand. Members would be reminded that the Society had lifted its prohibition on supplies and they would be urged to use professional judgment.



. . . with support from PSGB

The president of the Pharmaceutical Society has written to the Minister for Health suggesting that the "Health care in the High Street" display stands could be used for the distribution of AIDS leaflets.

The letter also suggests that since it is generally accepted that condoms can help

reduce transmission of infection their use could be further promoted by making them available free on prescription.

A television campaign to tell the public about AIDS was being considered by the Cabinet Committee on AIDS that met for the first time on Tuesday.

The campaign is one of a number of methods the government is looking at to educate the public about the disease.

The content of such television advertisements has been speculated on by agencies who have put together dummy advertisements that have appeared on two television programmes recently.

Ex-student drug dealer jailed

A former pharmacy student who turned to drugs after failing his exams at Bradford University, has been jailed for twelve months for drug offences.

Leslie John Moore, unemployed, formerly of Legrams Lane, Bradford, and recently living in Newport, admitted two charges of possession with intent to supply amphetamines, two of supplying amphetamines and one of possessing amphetamines, one of possessing cannabis and one of cultivating cannabis.

He was arrested in Bradford and £1,000 worth of amphetamine at current street values was found hidden under the floorboards of his house. Once a month he would hire cars to go to London and buy supplies of the drug. In all he obtained just over 2lb. (street value £7,000lb)

Judge Gordon Atkinson told him: "You are a well-educated and intelligent man and must have known the consequences if you were ever caught. I am prepared to accept what you said to the police that you only sold to people who use it themselves,

or shared it with your friends.

"But at the end of the day you have pleaded guilty to dealing in controlled drugs and there is only one sentence.

Mr Simon Lawler, prosecuting, said Mr Moore, who had no previous convictions, devised a well-planned and executed scheme to obtain substantial amounts of amphetamine. He sold the drugs in small amounts, generally a quarter of an ounce, to five or six customers. It was estimated he made a profit of £1,700, less £600 for car hire. He would not be getting street market value.

Mr Simon Jack, defending, said Mr Moore went to Bradford University where he failed his exams in pharmacy. His father and brother were pharmacists and the family had expected him to follow in their footsteps. He took his final exams again last Summer but failed and became upset and depressed. He started to use more cannabis and amphetamine.

□ A Pharmaceutical Society manual on drug abuse will be distributed early in the New Year, to all those community and hospital pharmacies who receive "Health care in the High Street" literature.

The DHSS and industry are giving financial support.

LPCs back PSNC in contract talks

The Pharmaceutical Services Negotiating Committee and its chairman David Sharpe received the full support of LPCs at Wednesday's "Nuffield" seminar to continue to negotiate "the best possible deal for contractors".

Mr Sharpe limited debate on the contract to what should happen next given the events of the past fortnight, but only three delegates took the opportunity to question him on the Committee's next moves. Mr Sharpe noted that there were strong feelings about the loss of contractor

pharmacists' votes on the pharmacy practice sub-committees.

But the Government was not to blame: "They were unable to deliver the package but it was not through lack of trying," Mr Sharpe said. However, there was hope that non-contractor pharmacists on the PPSCs would get a vote.

Moving on to future negotiations, Mr Sharpe said it was very clear that April 1 was the first date on which the new contract could be implemented. The need for a cut off date had been argued as "prior financial commitment" in the original negotiations. "We will be suggesting that any commitment made two years ago will surely be fulfilled by now," Mr Sharpe said. The additional pharmacist allowance, nil discount items and treatment period related fees were priorities.

Opren claimant examined alone

An arthritis sufferer, suing for damages over alleged side-effects from Opren, can be examined by the manufacturers' medical expert without her own observer being present, a High Court judge ruled this week.

Mrs Ingrid Baker, 48, has suffered from rheumatoid arthritis since the early 1970s and was treated with Opren in 1981. She is one of more than a thousand people who have issued writs against the American company Eli Lilly, its British subsidiaries and the CSM.

Mrs Baker, whose main complaint is of photosensitivity, has agreed to undergo tests in Dundee, supervised by consultant dermatologist Dr William Frain-Bell, on

behalf of Eli Lilly. Mr Justice Hirst rejected an argument that claimants were entitled to have their own observer, Professor Stanley Bleehen, Professor of dermatology at Sheffield University, present throughout examinations. He said the court must give Dr Frain-Bell the credit of being accurate in recording his results, which are to be given to the claimants' solicitors.

The judge said today's application by the defendants for an order requiring Mrs Baker to submit to an examination was a "test case which raises important issues connected with a major aspect of the Opren litigation in relation both to liability and damages."

Mrs Baker was willing to be examined, said the judge, but it was open for any other claimant to object.

Eli Lilly have always denied that Opren caused persistent photosensitivity, although they accept that it can cause transient photosensitivity.

'That's Life's' sticky problem

An article on BBC's "That's Life" programme on June 30 last year about the damage that can be done to children's teeth by sugary drinks, was in the public interest, the Broadcasting Complaints Commission has decided.

The BCC rejected nine complaints made about the programme by Beecham Products, makers of Baby Ribena, one of the products named in the programme. The Commission said that the programme had alerted parents of young children to a problem they might not have been aware of previously.

The Commission rejected the general complaint that, in a number of ways, the programme was unfair. But it found that it would have been fairer had Beecham received details of the cases featured in the item shown earlier than they did, and to this extent it upheld the complaint that the time for discussion, imposed on Beecham by the BBC, was inadequate.

A spokesman for Beecham told *C&D*: "Although we still feel the treatment we received from 'That's Life' was unfair, there is no right of appeal so we must accept the BBC findings."

C&D Price Service: Franklin Medical have increased the price of spare bags for their Feminal urine collection set from £13 to £65 due to upgrading in materials. Other details remain unchanged.

Tagamet may go OTC in 1990's

Pharmacists may be selling Tagamet OTC for certain indications after the product's patent runs out in the 1990s.

Makers Smith, Kline & French said they are "seriously looking" at the possibility of the drug being available OTC at a Press conference to launch a new booklet for the medical and pharmaceutical professions "Tagamet — ten years forward".

SK&F are no longer researching H₂ antagonists but are looking at other areas of gastrointestinal mucosal protection.

One group of drugs being studied is the H⁺/K⁺ ATPase, or so called proton pump, inhibitors which inhibit the final step in acid production.

Telemastine, an H₁ antagonist which does not appear to significantly penetrate the brain, is a spin-off of histamine research and is currently entering clinical trials.

Fair pay wanted for PIs

A fair payment system for pharmacists dispensing parallel imports should be developed as a matter of urgency according to a report from the Pharmaceuticals Economic Development Council "A new focus on pharmaceuticals".

That is one of 18 recommendations made by the Council which consists of members of the pharmaceutical industry, National Economic Development Office and Department of Health.

The EDC also recommends that there should be better methods of regulating parallel importing to ensure strict compliance with the Medicines Act.

"A new Focus on pharmaceuticals" updates the original report published by NEDO in 1972. It covers relationships with State-supported health services; key concerns in research and development and other major concerns, and the future of the industry. The report is available from NEDO, Millbank Tower, Millbank, London SW1P 4QX.

A £70,000 reward is being offered for information leading to the conviction of hi-jackers who stole £1.5m worth of Keystone cameras, or the cameras' return. A van carrying 18,000 auto-focus cameras was hi-jacked on the A2 on November 1.

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NPA reveals 1987 publicity plans

Two new Press advertisements (right) will appear as part of the National Pharmaceutical Association's 1987 advertising campaign, and half the £500,000 plus budget will be spent on television advertising.

The most successful of the existing adverts — the drippy nose, the sticking out tongue and the baby's rear end — are to be retained. The new advertisements suggest the pharmacy as a source of advice on the treatment of headaches and a variety of Summer ailments.

The major shift towards television advertising follows a clear demand from NPA members, the Board was told last week, and was also recommended by the NPA's advertising agency, Cromer Titterton Mills Cowdrey.

Because of the limited funds available, it will not be possible to advertise nationally at peak periods. Two separate bursts of ten second "spots" are planned on TV-am. The first burst will be in January-February, and the second towards the middle of the year. The commercials will be based on the "drippy nose" and "protruding tongue" advertisements which are the most successful in the campaign so far.

The advertising budget for 1987 will exceed £500,000 and, apart from publication and broadcasting of the advertisements, will cover production costs, validation and market research.

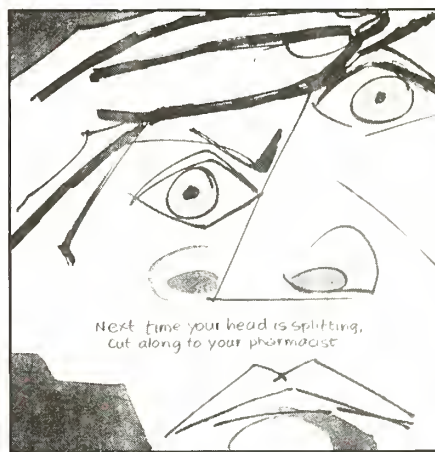
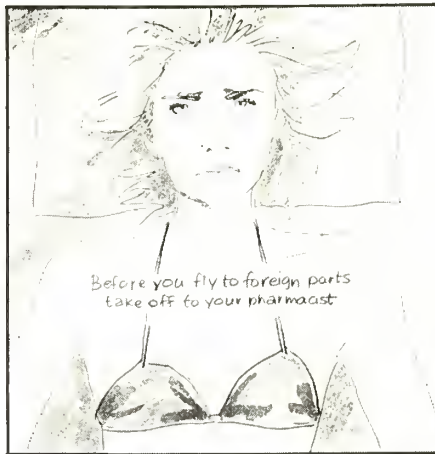
Concern over doctors' links

The NPA Board was disturbed last week to receive further reports of pharmacies in which doctors or their relatives held financial interests.

The Code of Ethics prohibits any real or apparent connection between the professional practices of doctors and pharmacists. There is no comparable provision in the Medical Code of Ethics.

The interpretation of the Code by the Pharmaceutical Society does not proscribe the relationship of landlord and tenant between doctor and pharmacist provided there is nothing to suggest that the one profession has an interest in the practice of the other.

But the Board felt there would be



The NPA also hopes that Government funds will be available to promote its own health care messages, including those concerned with drug abuse and AIDS.

Advertising costs have risen by almost a third in the four years during which the campaign has been running, yet the market research shows a continuing impact despite a static cash budget, the NPA Board was told. Board members report continuing enthusiasm for the campaign.

inherent risks of doctors channelling scripts towards a particular pharmacy if its proprietor was their tenant; or perhaps having a vested interest in promoting a complaint about a pharmacy if it competed with one they had an interest in.

An approach is to be made to the Society urging that discussions are opened with the General Medical Council to formulate a joint policy to ensure the separate existence of medical and pharmaceutical practices.

Labelling clarity: The Board was already aware of the increasing consumer pressure towards improving the clarity of medicine labels. (It will be a requirement of the Code of Ethics for dispensed medicine labels to bear appropriate BNF warnings from 1987). Don Ross (Lincolnshire) criticised the shortcomings of some label designs used by manufacturers. Too often, he said, they seem to spare little thought for the

pharmacist or dispenser, sacrificing clarity in favour of "prettiness", "house format" or range uniformity. Letters are to be sent to the ABPI.

Doctors' handwriting: Mr Henry Olswang, secretary of Dorset LPC, had written to ask if the Board would again impress on doctors the need to safeguard patients by writing scripts legibly. The Board was glad to learn that the editor of *General Practitioner*, Jerry Cowhig, was preparing a "Guide to Good Prescription Writing" and that the NPA has been asked to contribute. A Press release for the medical Press, illustrated by examples, is to be issued.

Labour Party policy: A "Charter for Family Health Services" has recently been published by the Labour Party. Director Tim Astill had written to the Labour Party secretary protesting at the absence of reference to the pharmaceutical profession. An encouraging reply had been received stating that the Labour Party would not neglect pharmacy in its plans. Other points in the "Charter" were in line with NPA policy.

Europe: Will Kneale, EEC liaison secretary, reported on a meeting of the EEC Pharmacy Group Executive Committee in Brussels the previous day.

The Executive Committee had considered the progress of the Directive which requires member states to legislate for the mutual recognition of professional qualifications. It had been assumed that pharmacy would not be affected because its own directive had been approved by the Commission in 1985, for implementation within three years. However, the new internal market directive had been amended by the European Parliament so that it would affect all professions. This could mean that the valuable amendment to the pharmacy directive, enabling member states to decline to recognise "foreign" qualifications for purposes of opening a new pharmacy (the so called "Prag" amendment) might be lost. Representatives are to lobby their respective Governments.

Scotland: Bernard Brown, chairman of the Scottish Pharmaceutical Federation, reported that the SPF Committee would be discussing the activities of price-cutters in Scotland, especially a drug store chain in Ayrshire which was proving resistant to the persuasive powers of the PATA and manufacturers. John Wilford (Kent), PATA Council member, reported that the PATA was doing everything possible. Three manufacturers had obtained undertakings from the company in question, but it was necessary to proceed carefully to give the retailer sufficient warning before legal action.

RDC say no to Tesco in Sussex

A new Tesco superstore in the village of Broadbridge Heath in West Sussex has been refused an NHS pharmacy contract by the Rural Dispensing Committee.

The RDC decided Tesco's pharmacy would prejudice the proper provision of local pharmaceutical services, notably the pharmacy at nearby Southwater.

The village of Seaton in Cumbria, however, is to get a pharmacy after the RDC dismissed objections from Workington doctors. The Local Medical Committee had appealed to the RDC on the grounds that Seaton was "rural," not "urban" as the Family Practitioner Committee had decided. RDC representatives, in supporting the FPC's decision, redrew part of the one mile limit around the proposed pharmacy, judging part of the area to be rural.

The *West Cumberland Times & Star* says the RDC's decision ends a 10-year battle by Seaton Parish Council to get a pharmacy established in the village. Mr John Urwin, manager of the National Co-operative Chemists in Murray Road, Workington, says he now plans to open.

■ Doctors in Wawne, Humberside have been given outline consent to dispense for patients in the village.

Network hiccup delays PPA

Network problems are delaying the trial on direct prescription pricing being co-ordinated by consultants Arthur Andersen.

The first three pharmacies were started in the trial on schedule in September. But network problems have meant that the other 15 pharmacies have not been connected to the system which will allow prescription information collected by pharmacy computers to be relayed to the Prescription Pricing Authority via the telephone system.

A spokesman for Arthur Andersen told *C&D* that the technical problems are not insurmountable and should be sorted out in the near future, allowing the remaining pharmacists to be included in the trial as planned. The spokesman emphasised that the computer hardware supplied to pharmacists for the trial by Richardson Computers, Unichem and Vestric is working well and is not the cause of the technical troubles holding up the trial.

DHSS contract on our contract?

My feelings of dismay and misgivings at the continued delay and modification of the hard contract we had to agree to so long ago, are but a reflection of general opinion among the contractors I meet.

To my mind our acceptance was a balanced judgment, but one made on the implicit understanding that implementation would be rapid so as to preclude any rash of precontract leapfrogging. Some 18 months or so and 600 openings later you might say *that* consideration is a dead duck. The damage we all hoped to prevent has been partially precipitated by the group calling itself, with the ultimate affrontery, the "BPA".

In seeing the apparent loss of some of our freedoms and privileges as paramount they lost sight of the long term benefits to our profession and the communities we serve. With any analysis of the projected loss of contractor numbers now increased by the effect of those extra 600 leapfroggers, the payment of compensation to those who decide to get out will have to be looked at with fresh eyes. No way, for example, should a leapfrog pharmacy, established in the last five years or so, be given a brass farthing. But in saying this I join with the few who suggest that the official compensation is not enough and should, if we are to be thought a caring profession, be boosted by stock buy-outs, and goodwill payments from those who will benefit from closures.

These things said, we have in the end to listen to our negotiators, since they know the realities of what we would like, and what we are likely to get. I find it alarming to have one of them, Alan Smith warning us that because of the changes made by Parliament, the very safeguards which caused us to vote for acceptance have been removed. This leaves us right in the air, not knowing whether he is saying: "Reject" or "accept." How can we judge what is best?

Something else concerns me, which seems to have been overlooked. Mr Smith says that if the number of pharmacies continues to rise each contractor will receive proportionately less of the global sum than before, ie we will be working for less. At a time when statistics show there is going to be a considerable growth in the numbers of pensioners, it is inevitable there is going to be a parallel increase in the number of prescriptions. It must be causing the Government some alarm. It ought to be causing us some concern too, if it is proposed to peg global sums for the provision of medicines.

Limitation, or rather avoidance of unnecessary duplication of pharmaceutical services, ought to be a priority argued more cogently than we appear to have been doing if proper economies in public service are to be achieved. When you consider the effective way in which GP practices are distributed, it makes you wonder why we are playing such elaborate charades to achieve the same thing.

Smacked hands

Last week I was pleased to see another of my addicts take his last dose of methadone. "Great," I thought, "with a bit of help and personal concern the problem really can be licked." Too soon.

This week our earlier success came back, on 25mg methadone daily. It's a big dose. "What happened?" I asked his wife who crept in, defeated, with his script. "Damned Jack," she moaned, "Damned Jack, his 'friend' gave him a quarter gram of 'smack'!"

Unreal . . .

I interviewed the girl for a job. The youth employment centre had sent her down to me after a phone call saying I must give her a chance. I'm fair and so I did.

She was good-looking, not immaculate but could be tidied up. No qualifications at all. Broken home. Not worked for a year. Wanted a real job *with money*. I asked if she had been on the YTS scheme . . . not enough money. I asked her how much she wanted — £60 a week (about JIC rate). I looked at her and then at my well-trained, well-groomed youngsters in the shop and started to laugh inwardly.

I would not give her £3,000 a year since she would be bringing me nothing, but might consider a trial. And then I remembered a friend with a rest home who wanted to start a full time youngster. So I gave her this kid's phone number. I saw her next day. She had phoned to be told the girl wanted a permanent job but couldn't come that day as she was going out!

Matron had offered a temporary job as a trial. I wasn't pleased, so rang the girl myself to suggest that if anyone offered her a job, never mind whether it was "temp" or not she should grab it with both hands. In this case it would have been permanent, but no-one was going to give her a job for the asking when she had neither skill nor training. No-one had ever told her this. Her expectations were unreal, but then so are unemployment payments — £43 a week in her case.



You spoke. We listened.

In answer to your requests Beecham have available, right now, two new pharmacy-only products. Firstly, Beecham 75mg Aspirin to help you satisfy continuing adult demand. Secondly, Beecham Calcium Supplement to respond to the increasing awareness of the risk of calcium deficiency.

Both have been developed by Beecham, specifically so that you, the pharmacist, can meet increased consumer demands; at the same time making a healthy profit for yourself.



Brush for Rat-fans

Stafford Miller are launching a range of Roland Rat toothbrushes (£0.92) aimed at making brushing teeth more fun for children.

Roland Rat became well known as a presenter on TV-am. He was bought over by the BBC early this year and now features in his own TV series which attracts seven million viewers at peak time on Saturday evenings, say Stafford Miller. The company say character brushes are welcomed by dentists because they motivate children to brush their teeth regularly and encourage mothers to purchase. "With 80 per cent of seven year olds having caries within a year of getting their first permanent teeth, establishing a brushing routine from an early age is essential," says marketing director David Izzard-Brown.

There are four brushes in the range, in pastel shades with a colour picture of Roland and one of his friends: Kevin the gerbil, Errol the hamster, Glenis the guinea pig and Little Reggie, on the handle. POS material includes a four dozen display unit, poster and shelf wobblers to create maximum impact. Roland is featured on Search 3 which is the design most recommended by dentists for children, say Stafford Miller.

The company believes the toothbrushes will be popular as stocking fillers, but say that Roland Rat's three year contract with the BBC should ensure continued demand. *Stafford Miller Ltd, The Common, Hatfield, Herts AL10 0NZ.*

Tuft on teeth

Jordan are running two consumer promotions on Jordan V-tuft toothbrushes.

Promotional family packs (£1.99) containing two adult (V-tuft medium) and two junior brushes offer a saving of £1.31. And individual brush packs have been adapted to contain one disclosing tablet free, with instructions for use of the DIY plaque test.

Both offers are available while stocks



last. Distributed by: *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

Tube change

Topol Smoker's toothpolish is now packaged in laminate tubes. In the process the 70ml aluminium size has changed to a 75ml laminate. There is no change in price. *Jeffrey Martin (UK) Ltd, PO Box 274, Sterling House, 165 Farnham Road, Slough SL1 4XJ.*

Tissue market unrolled

This year £596m will be spent on tissue products, over 60 per cent more than is spent on washing powders, and the market is growing.

Figures from Kimberley-Clark's UK tissue market report show sales have risen by 35 per cent since 1981. Toilet tissue still holds the largest share, it says, worth £396m, with facial tissues valued at £116m and kitchen towels at £84.5m.

Growth is chiefly in premium and own-label products, says the report, and grocers still the biggest purchasing point. Mansize takes the biggest share of the facial tissues market (49 per cent) though recent trends show increased popularity of pocket and travel tissues.

With toilet tissue there is a move to larger packs it says, with the share of twin-roll packs falling from 81 to 56 per cent since 1980, while in the same period four-roll packs have increased sales from 18 to 31 per cent, and six-roll packs from less than 1 to 13 per cent.

The kitchen towel market is still under-developed in Britain, says the report, with a large number of housewives never buying them. Hence, it says, the continual update of patterns. *Kimberly-Clark Ltd, Larkfield, Maidstone, Kent ME20 7PS.*

Kam Biogenics' telephone number is 01-635 8860, and not as stated in *C&D Price List.*



Relaunch for Lilia towels

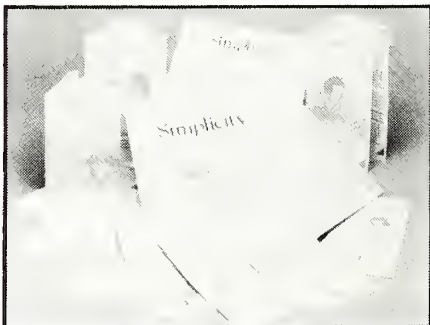
Smith and Nephew are relaunching Lilia press-on towels with improvements including round ends and a new adhesive system for improved discretion, comfort and security.

To support the product the newly designed packs are offering a 15p off next purchase coupon. *Smith and Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3OY.*

Advice from Simplicity

A new range of leaflets on menstruation has been published by Kimberley-Clark's Simplicity product advisory service.

The advisory service, which sends out over 500,000 booklets, leaflets and samples every year, has produced the leaflets to give practical and reassuring information on every stage of menstrual life. Other new booklets provide a

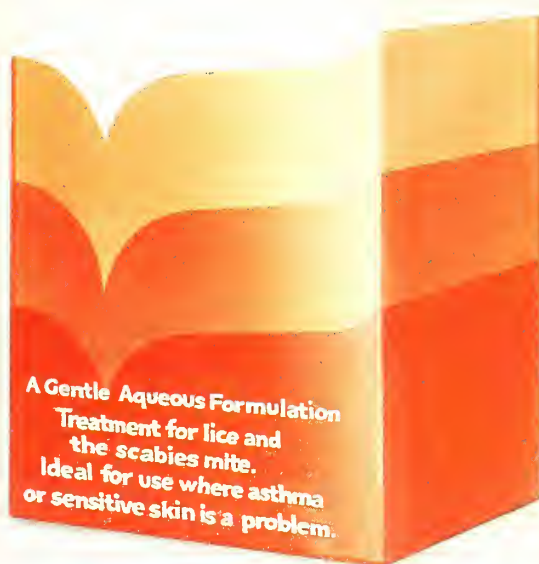
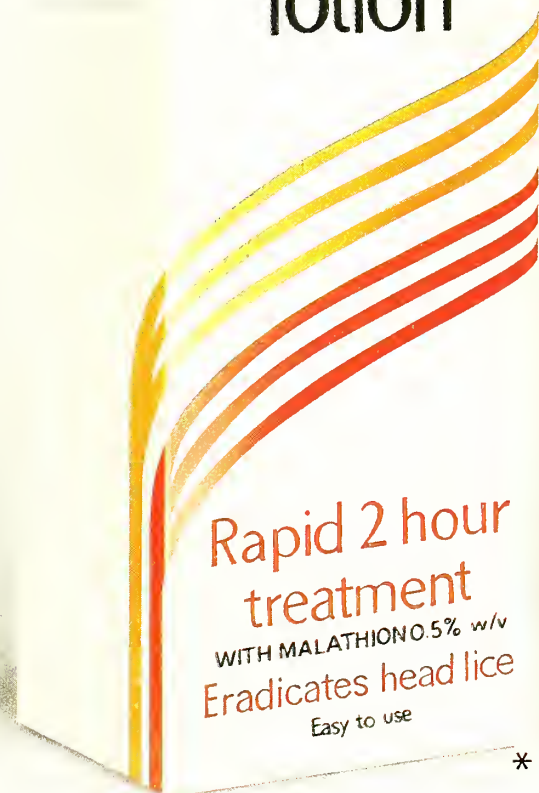


broader, more general view of menstruation: "Very personally yours," designed for 9-15 year old girls; "Growing up young," which sets out to help the slow learning girl and her mother or teacher; and a mood chart which helps explain the psychological effects of the various stages of the hormone changes during the monthly cycle. Copies are available to pharmacists from *Kimberley-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

DOUBLE TROUBLE for head lice

SULEO-M
malathion
lotion

Derbac-M
LIQUID
with MALATHION



The two ways to tackle headlice

FAST ACTION When rapid eradication is required, Suleo gives 100% kill of both lice and eggs in just two hours. Suleo combats resistance too. Choose Suleo-M (Malathion) or Suleo-C (Carbaryl), whichever your local health authority recommends. And now both lotions come in new family-sized economy packs, while Suleo Shampoo is available whenever an alternative to lotion is required.

GENTLE ACTION Alternatively, when compliance may be suspect we recommend Derbac because its aqueous base provides correct treatment where broken skin (eczema, impetigo, etc) is a problem or where asthma contra-indicates alcoholic lotion. In addition, Derbac Liquid (with Malathion) is the ideal solution for the treatment of crab lice. There's also Derbac Shampoo (with Carbaryl), Derbac Soap and the Derbac Metal Nit Comb.

SULEO & DERBAC Effective treatment for head and crab lice



More guaranteed products from
International Laboratories
International Laboratories Ltd., Wilsom Road,
Alton, Hampshire GU34 2TJ

*Suleo Lotion is also available as Suleo-C with Carbaryl.



There are 50 million bacteria on the average teenager's face. 50 million bacteria which can cause spots. Which is why you should be advising your teenage customers to use the Cepton range. Because Cepton has been specially formulated to kill bacteria and therefore help prevent spots.

The three products in the Cepton range skin wash, lotion and gel, all contain Albucid, a powerful bacteri-

cide developed by ICI, to protect both patients and staff from infection in the operating theatre.

'Hibiscene' continues its long bacterial action for hours after use, forming a protective antiseptic 'shield' over the skin and building a lasting resistance to acne and spots.

Hibiscene reduces bacteria on the skin by a dramatic 87.1% - ordinary soap is just 17.7% effective. Which means day to day use of Cepton in place of regular

soap will help ensure that once spots have cleared they don't return.

Cepton is currently being supported by a powerful campaign in teenage magazines. Its aim is to tell your customers the encouraging facts about Cepton.

So next time you're asked for advice, recommend the Cepton range.

Because prevention is better than spots.

Care 
Laboratories Ltd.



Sunwheel's solid success?

Sunwheel Foods are launching what is believed to be the first solid yogurt bar in the UK.

Available in vanilla, lime, strawberry and cherry flavours, Yogurt Break is intended as a healthy alternative to chocolate and other confectionery. The company hopes to introduce a hazelnut variety later. Free from artificial additives, the product contains vegetable fat, skimmed milk powder, yogurt powder, raw cane sugar, whey powder, soya lecithin as emulsifier and natural flavourings. The sugar content has been reduced to 17 per cent which is said to be the lowest possible to maintain an acceptable texture. Each bar provides 310 calories (£0.47).

General sales and marketing manager Neil Traylen says, "We hope people will take to Yogurt Break as a new and convenient way of eating yogurt." It is estimated that, on average, every person in the UK eats 2.7kg of yogurt a year.

The new product is being advertised in *Here's Health* this month and next, in *Healthy Living* in January and in the national dailies in the New Year.

New packaging for Sunwheel products is in the pipeline, together with a more vigorous marketing and public relations policy. *Sunwheel Foods, Granary House, Wetmore Road, Burton-on-Trent, Staffs DE14 1TE.*

Orange-utans!

Mandora are running a promotion on St Clements soft drinks to raise money for the World Wildlife fund.

Until Spring 1987 the slogan: "Help raise up to £10,000 to save orang-utans and their friends", will be flashed on bottles and cans. Mandora will donate £0.50 for every three bottle tops, and £0.20 for every four ring pulls sent in. And consumers will get an animal adventure booklet for every four bottle tops and six ring pulls. *Mandora (UK) Ltd, PO Box 2, Bellamy Road, Mansfield, Notts NG18 4LW.*

More variety for chocolate

Three new varieties of Sugarlite diabetic chocolate are now available from Ernest Jackson. Sugarlite Swiss Milk is £1.16 per 85g, with Sugarlite Orange Swiss Milk and Sugarlite Sport Mix Swiss Milk at £1.18. Ernest Jackson are also now distributing Denivit toothcream and breath freshener and Health & Diet Food Company's fruit and nut cereal bar, carob chip bar, coconut and bran cookies and ginger and nut cookies. *Ernest Jackson & Co Ltd, Crediton, Devon EX17 3AP.*

Over here for the beer

Young's home brew are launching three beer kits specially formulated with specific regional tastes in mind.

The company has added Scottish Bitter, Midlands Bitter and Yorkshire Bitter to its Double Barrel range.

Managing director Bob Young says: "Research has shown there is a growing demand for ales with strong regional tastes, and we have chosen the ones with the strongest appeal." Each can (£2.90) contains enough concentrate for 40 pints of ale. *Youngs Home Brew Ltd, 3 Tunnel Road, Hill Top, West Bromwich, West Midlands B70 0RH.*

Fruit box

Shloer fruit drinks will be returning to television screens during the Christmas period with 30-second commercials stressing their appeal as adult soft drinks, especially for drivers.

In addition there will be 20 per cent extra free on 568ml and 15 per cent extra free on the 1 litre bottles, and in-store demonstrations will be run in all regions. *Beecham Foods, Great West Road, Brentford, Middlesex TW8 9BD.*

Crunch bunch

Jordans are introducing an orange and carob variety to their crunchy bar range.

The company believe the new flavour will attract new consumers to the range. It is available in single bars (£0.15) and six-packs (£0.82). *W. Jordan (Cereals) Ltd, Holme Mills, Biggleswade, Beds SG18 9JX.*



Beecham Foods are promoting Horlicks Maltlets to consumers by offering the chance to send off for a free packet with proofs of purchase from 200g and 400g jars of Horlicks malted food drink. The offer runs while stocks last, say *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD*

A drink drive

Crookes Products are supporting Complan with a £1.5m television campaign, which aims to promote the healthiness and wide uses of the complete meal drink.

The commercial, called "Drink to your health", will be shown this month and again through January and February. Distributed by: *Crookes Products Ltd, P.O. Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Long-life loaf

Springhill Farm Foods Ltd are launching a gluten-free bread, packed to give it a shelf life of six months.

The bread (£1.29, 400g) is made from organically-grown maize and buckwheat flour, chick pea flour and guar flour. And the air inside the sealed packaging is pasturised giving it freedom from yeast and other mould organisms, say *Springhill Farm Foods Ltd, Gatehouse Close, Aylesbury, Bucks HP19 3DE.*

Taping the joint

Smith & Nephew are introducing a 3.8cm width of Paragon Sports strapping tape.

The tape was used throughout a recent lecture tour, sponsored by Smith & Nephew, in which Canadian National Athletics team physiotherapist, Chuck Armstrong, demonstrated preventing and treating injuries to sports physios and doctors. *Smith & Nephew Medical Ltd, PO Box 81, Hessle Road, Hull.*



Fixing your face with Vichy

Vichy are introducing Sudden Beauty, a lotion designed as a facial repair kit to give dull skin a boost.

The lotion (£4.25, 3 ampoules) smooths and tightens skin and fixes make-up, says the company. It is packed in a small white plastic case and is sold only through chemists. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

January sales

Yardley are offering January consumer discounts on selected skincare, cosmetic and fragrance lines.

Beauty Magic moisture lotion, cleansing lotion and skin freshener all have 90p off, while moisturising cream and vitamin skin cream are available in 200ml jars for the price of 75ml (£4.25). Lipsticks, Perfect Cover foundation, complete make-up, quick 'n' slick mascara and ESP mascara offer 50p off, with 70p off Feather Finish powder refill.

The floral fragrances feature handcream at £1.35, 160g talcs for the price of 100g (£1.99), cologne spray at half-price (£1.85) and a three for the price of two offer on soaps. Some offers are available on selected florals only.

Chique and Lace 100ml cologne sprays are available at £6.65, a saving of 50 per cent on Lace and slightly more on Chique. ESP 25ml spray has £1.24 off, while Pure Silk has 99p off the 25ml cartoned spray and 45p off talc. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

Almay ads

Almay skin care will be advertised in women's magazines throughout the winter, starting this month. Included in the schedule are *Company*, *You*, *Vogue* and *She*, and the full page colour advertisements carry the copyline "Protective Effective," *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

Get tight

A free pair of Emanuel tights is on offer in a consumer promotion on Cutex Moisture Guard nail polish remover.

Consumers will be offered a free pair of tights when they send for two pairs at the recommended price of £1.20 per pair. They are available in any combination of three shades — wisp, black and oyster. The promotion is collared onto 100ml and 200ml bottles, and runs until June 30. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Stocking up

Whitehall Laboratories are running a stockings offer on Immac strip wax.

Consumers can get four pairs of sheer seamed stockings with a sequined bow to attach to the back of the heel for £7.49 plus one pack top. *Whitehall Laboratories, 11 Chenies Street, London WC1E 7ET.*

Quids in

Network Management are to run a special £1 cash refund promotion off any skin care products in the Antica Erboristeria range when two purchases are made. Cash back tags will be attached to the products in the skin care range on display. Full range stockists of Antica skin care will be eligible for the promotion, which closes April 30. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middlesex TW8 8JL.*

Lotion promotion

Chesebrough-Pond's are re-running their value-added promotion on Vaseline Intensive Care lotion.

All three variants in 200ml bottles will carry 20 per cent extra product free. Each special bottle is flashed and carries a label depicting a wind blown tree, shedding its leaves. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

It's magic

Kanebo have added new shades to their magic make-up. Amethyst, cinnamon, jade and mistic blue for eyes are joined by misty rose and peach red blushers, and fuchsia pink and classic red for lips. *Kanebo Division of OBI Manufacturing Ltd, Bone Lane, Newbury, Berks.*



Ready to RoC for Winter

RoC are running two promotions on their skin care range and have produced some new POS material.

A free beauty mask is being offered with the moisturising creams. Special packs will be colour-coded for each skin type and pre-packed in a merchandiser holding three of each type.

A sample of the recently-launched soothing eye balm is being offered free with eye make-up remover lotion and gel, with the outer carton flashed.

Repair concentrate is being promoted with a new counter merchandiser holding six packs, a tester and 30 product leaflets, and the slogan "Just a few drops for younger looking skin." *Laboratories RoC (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE.*

Spray it . . .

Chesebrough-Pond's are offering consumers a free Cachet 9ml purse spray with proofs of purchase from Cream and Cocoa Butter lotion or cream and £0.50 postage and packing.

Promotional collars will be featured on 200 and 300ml bottles, while the 150ml jar will carry a folding leaflet. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

. . . again Sam

Givenchy III is now available in a 7ml refillable perfume spray (£24.25, refills £15.25).

The perfume, in a glass refill, is presented in a gold metal container with gold lettering on a brown band and the Parfums Givenchy 4g logo on the top. It comes in a protective brown, beige and gold suede effect sleeve. *Parfums Givenchy Ltd, Old Esher Road, Hersham, Walton-on-Thames, Surrey KT12 4RL.*

Sail away with Old Spice

A luxury yacht worth over £24,000 is the prize in a consumer competition being run by Shulton for their Old Spice brand.

The prize also includes £1,500 towards mooring costs and insurance for the first year, and sailing lessons if required, as well as a full set of Old Spice products. For runners-up there are 300 bottles of Old Spice after shave.

The competition will appear in colour in the *TV Times* on November 22, and entrants will be required to answer questions on sailing and Old Spice. Shulton say the magazine's readership is over nine million. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Actifed:	All areas except Ulster
Askit powders:	GTV, STV
Beecham hot lemon/blackcurrant:	All areas
Benylin Day & Night:	All areas
Benylin expectorant/paediatic syrup:	All areas
Hills Balsam:	C, TTV, C4
Jerome Russell products:	All areas, Bt
Lipcote:	G
Listerine:	All areas
Mentholiptus:	All areas
Nurofen:	All areas
Oxy:	All areas
Peaudouce:	Bt
Sanatogen vitamins:	All areas
Simple skin care:	TTV, C, TVS, G, A
Sinutab:	All areas
Simplicity:	All areas, C4
Vantage:	All areas
Vidal Sassoon:	All areas except TTV, TSW, B, G

Hearts and soaps

With Valentine's day and gift giving in mind, Bronnley are introducing heart-shaped soaps in two fragrances.

With Forget-me-not in pastel blue and wild rose in pink, the 125g soaps (£1.75) are cellophane-wrapped and individually boxed in transparent cartons with lettering to complement the soap colour. They are supplied in sixes (three of each variety) in a folding display outer for placing on-counter or next to the till to maximise

impulse buying. Orders may be placed now for delivery early January 1987. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Tights for tots

Bear Brand Hosiery are introducing a range of childrens tights.

Available in five sizes — 0/1, 1/2 (£1.79), 3/4, 5/6 (£1.99) and 7/8 (£2.39) the tights come in white, red and cream in small sizes, plus navy, grey and royal in larger sizes, and are 80 per cent acrylic and 20 per cent nylon. A display rack, which clips onto the side of the existing Bear Brand unit, is available free on loan, say *Bear Brand, 93 High Street, Bromley, Kent.*

Medical support

Scholl are running a Lite Legs tights sampling through selected branches of the British Nursing Association in main cities and towns throughout the UK.

During November, every nurse registering at one of 16 BNA branches will receive a special pack containing two pairs of Lite Legs support tights — a pair of Gentle in a dark colour for ward duty and bright coloured Sheer for evening wear. The programme follows a similar exercise in London. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Press for power

Ever Ready rechargeable batteries are to be featured in £0.5m worth of Press advertisements running from November 16 until Christmas.

Colour double page spreads are to appear in the Sunday supplements, *Radio* and *TV Times* and women's Press. The campaign theme is "Buy one, get 500 free". The advertisements explain the possible savings for heavy battery users. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*

Finger dry

Network Management are adding a Dry Fast spray to their Sally Hansen nail treatment range.

The spray (£1.95 62ml) comes in a grey and orange aluminium can and moisturises the nail cuticles as well as drying the colour, say *Network Management Ltd, 50 London Road, Brentford, Middlesex TW8 8JL.*



R&G Open up to soap

Roger & Gallet are adding a soap to their Open men's range.

The soap (100g £3.95) is shrink wrapped to retain its fragrance and is housed in a travel container in the Open olive green and white colours.

Managing director Peter Howarth comments: "We launched Open with a very small range, but having established excellent distribution it is now time to add to it. The new toilet soap will lead the way for further introductions in the future." *Bergar Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WD2 4QE.*

Make it snappy

Snapshot Christmas and Snapshot baby are this Autumn's additions to Snapshot photographic stationery.

The Snapshot Christmas range includes photogreeter cards (£0.89) to which customers' own snaps can be attached in four designs depicting the festive season. The Christmas starter pack costs £37.12 and has a retail value of £85.44. The pack contains 96 items and comes with a counter stand.

Snapshot baby is a range of eight designs including baby photoletters as well as baby photogreeters. The Baby starter pack is £39.24 for 96 items (retail value £90.24). *Snapshot, The Photographic Stationery Co Ltd, 25 Thurloe Street, London SW7 2LQ.*

In a flash

Three flash guns have been introduced by Hanimex. The X215 (£5.98 trade) is a basic, non-dedicated ready light flash with a four second recycling time. The CX215 (£8.66 trade) also has a flash ready light and four second recycling time as well as automatic flash facility.

The TZ-7000 (£41.35 trade) is a dedicated flashgun designed for the Minolta 5000, 7000 and 9000 auto focus SLR cameras. It comes with a case and filter kit, say *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon, Wilts.*

TCP sorts out the seasons

The coughs and colds season sees the start of a £2.5m advertising campaign for 1986-87 for the TCP range. It aims to link specific products from the range with seasonal ailments.

Adshel advertising has started in the London area as part of the £640,000 national campaign running from November to March. TCP liquid and pastilles will also be supported with a £640,000 spend in the national Press.

The Summer campaign is valued at £920,000 and promotes the liquid and antiseptic cream. New Adshel poster advertising will coincide with the main holiday period, promoting TCP Liquid in the 50ml size. The four-sheet posters will be linked to POS and display material, and advertising will begin with a test campaign in selected regions.

All-year-round uses for TCP liquid will be promoted with £500,000 Press advertising. TCP ointment will be advertised for piles and pruritis in a Press campaign worth £250,000. *Chemists Brokers, Division of Food Brokers Milburn, 3 Copsem Lane, Esher, Surrey, KT10 9EP.*

Rubbing it in

Napp will be actively promoting Akrotherm chilblain cream this Winter, with advertisements appearing in the national Press. Featured newspapers include the *Mail on Sunday* and *Sunday Mirror/Sunday Mail*. A range of POS material is available for chemists and transfer order bonuses are available from Napp representatives. *Napp Consumer Products, The Science Park, Cambridge CB4 4GW.*

Ayerst's double

Ayerst are offering bonus offers on Auralgan ear drops of twelve as ten and BC500 with iron six as five until the end of the month. Both offers are available from Ayerst representatives or from wholesalers. *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

Resolve push

Beecham are promoting Resolve with a £750,000 television advertising campaign, running from December 4 through the

Christmas and New Year periods.

The 30-second commercials, aimed at the over-indulgent, highlights the "hammer in the head" and nausea symptoms. The company, which has chosen an early-December start to reach the widest possible audience pre-Christmas, estimates that 80 per cent of the population will see the campaign in the festive season. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Femin-ads

Nicholas Laboratories are aiming to grow the specific period pain market with the launch of a new £200,000 advertising campaign behind Feminax.

The new campaign breaks in November and the 13 titles to be used include *Company, Cosmopolitan, Just 17* and *Jackie*. *Nicholas Laboratories Limited, 225 Bath Road, Slough.*

Roche have produced a floor display for pharmacies for the Redoxon vitamin C product and will be advertising the brand on radio this month. They are planning a television campaign early in 1987. *Roche Products Ltd, PO Box 8, Broadwater Road, Welwyn Garden City, Herts.*

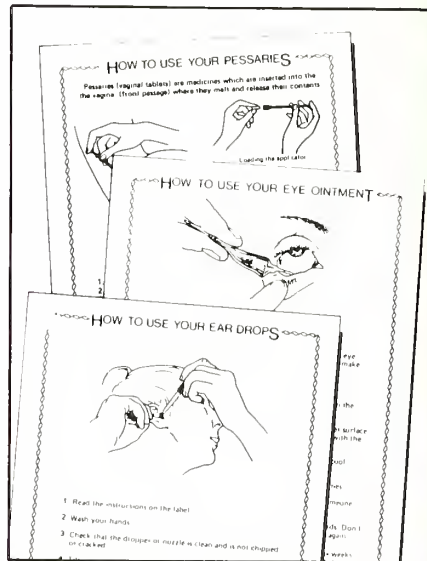
PRESCRIPTION SPECIALITIES

Bubble-U now Urisealed

Simpla's Bubble-U sheaths are now supplied with a new Uriseal internal liner. The hypo-allergenic liner is sympathetic to the skin and provides a soft, confident grip, comfortably retaining the sheath with a watertight grip, the company says. All four sizes, 25mm, 30mm, 35mm and 40mm — are available on FP10 in community packs containing 30 sheaths and liners. Sample and sizing packs are available on request. *Simpla Plastics Ltd, Phoenix Estate, Caerphilly Road, Cardiff.*

Froben suppos from Boots

Boots are launching Froben suppositories. Developed for patients who cannot tolerate oral treatment or who suffer particularly severe overnight pain and morning sickness, each white wax suppository contains 100mg flurbiprofen. The suppositories are packed in 12s (£2.90



North West Thames Regional Pharmaceutical Committee has produced a series of patient information leaflets, covering the correct use of eye drops, eye ointment, nose drops, suppositories, pessaries and ear drops. All leaflets have a "make the most of your medicines" section on the back. Copies, at £1 per 100 leaflets, are available from Mr Howard Stokeo, Pharmacy, Edgware General Hospital, Edgware, Middx.

trade), in strips of six. Product Licence 0014/0252. *The Boots Company plc, Nottingham, England NG2 3AA.*

Crystapen 600 mg vials are now only available in packs of 100 vials (£11.50 trade). *Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE.*

Medocodene (co-codamol) tablets will be available in a 1,000 tablet pack (£23.16 trade) from November 24. The new pack is more convenient for dispensing, say *Medo Pharmaceuticals Ltd, Schwarz House, East Street, Chesham, Bucks HP5 1DG.*

Tosmilen eye drops, discontinued due to diminishing demand, is still available on a named-patient basis. **Myelobromol** tablets will similarly be available, but to hospitals only. *Sinclair Pharmaceuticals Ltd, Borough Road, Godalming, Surrey GU7 2AB.*

Roferon-A, Roche's recombinant alpha interferon, has been approved for the treatment of hairy cell leukaemia, a chronic malignancy of white blood cells. Recommended induction dose is 3×10^6 IU intramuscularly daily for 16 to 24 weeks, with the same dose three times a week maintenance. *Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts.*



People prefer Beatson Glass

The Pharmaceutical Industry calls for containers which give long term protection to contents. In a recent Marplan survey,* 81% of respondents felt that glass protected medicines and tablets more effectively than competitive materials.

Beatson Clark is the pharmaceutical industry's natural choice for glass packaging. Beatson Clark produce over 300 million containers per year in white flint and amber for the industry, with capacities varying from 10 ml. to 2,500 ml. If a product needs glass, you need Beatson Clark.

Contact us now for more information.
Beatson Clark plc, 23 Moorgate Road,
Rotherham, South Yorkshire S60 2AA.
Telephone: Rotherham (0709) 379111.
Telex: 54329

* See 'The Consumer and FMCG Packaging' published by 'The Glass Manufacturers' Federation, 19 Portland Place, London W1N 1BH

EATSON GLASS MAKES BRAND LEADERS



Beatson Clark plc

On call for the Rocky Mountain State

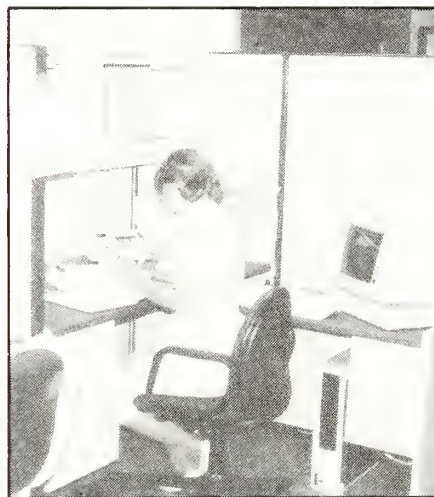
RMDCC opened its telephone lines to the public in 1979, and it now answers calls from throughout the State of Colorado, which has an area of over 100,000 square miles but a population of only 2.9 million. Dr Larry Golightly Pharm D, the present director of RMDCC, says the decision to go public was a leap in the dark. "The decision was made to take these kinds of calls without really knowing what was going to happen: if anybody did call, what the types of call would they be, or if anybody cared about the medicines they were using anyway?" The gamble has paid off, people are concerned about their drugs. "Some people call us repeatedly," adds Dr Golightly, "they'll talk to us before they'll take the first tablet."

To cope with the wide spectrum of information needed to answer calls, RMDCC uses the latest technology. Computer-driven compact disc readers provide access within seconds to any of thousands of monographs on drugs, chemicals and wildlife. Although they are available in the department, textbooks are only occasionally needed as each pharmacist accesses an IBM XT personal computer at his workstation. In addition, RMDCC has an extensive and up-to-date library of reprints from scientific journals. "We're really fortunate to have these kinds of resources here," says Larry Golightly. "We're not a terribly big centre, but the amount of information stored is, in my opinion, second to none."

The Center is one of several information services in the United States that also works closely with a poison control centre. These State-funded units provide advice on the management of poisoning to the public and professionals alike. Although drugs and household products are commonly ingested, there are two unusual problems in Colorado: ticks and rattlesnakes. The ticks are vectors of Lyme arthritis and Rocky Mountain Spotted Fever, and the RMDCC publishes leaflets advising the public on how to conduct "tick checks" during visits to the Rocky Mountains. Bites from diamondback rattlesnakes are also a common problem during the tourist season.

The public of Colorado are obviously very satisfied with the high level of service. Dr Golightly explains: "We've analysed our calls for this past year, looking at the first-time callers and those that are repeat callers — it was about 50-50. We think that's a fairly healthy statistic. We are gaining new users, and yet people who have used us before must have found the

Do you know how to conduct a tick check? Are you familiar with the symptoms of Rocky Mountain Spotted Fever? If the answer is no, then a phone-call to the Rocky Mountain Drug Consultation Centre would put you right. In his second Letter from America, pharmacist Stephen Chaplin reports from Denver.



Pharmacist, IBMXT and compact disc reader at RMDCC.

service helpful." RMDCC is often seen as the first stop for information by some, but the fact that they would have to pay for each consultation with their doctor is only part of the reason for this. "Sometimes people feel their questions are very trivial and they don't want to bother their doctor, and are possibly a little intimidated by their physician," says Dr Golightly.

Such a situation could potentially cause conflict with community pharmacists, who might see their professional role being poached. However, this is far from being the case, as Larry Golightly explains. "They recognise that communication about medication is defined by law as part of the practice of pharmacy in this and most other States in the country. They're supportive of what we do, and many of our calls are referred to us through community pharmacists — they realise the limitations of their resources."

An interesting trend in the nature of enquiries from the public has been a

striking increase in the number of calls about additives and excipients. Interest is growing in the USA about their possible adverse effects but data on drug excipients is hard to obtain. Nearly 2 per cent of RMDCC's calls concern this subject alone.

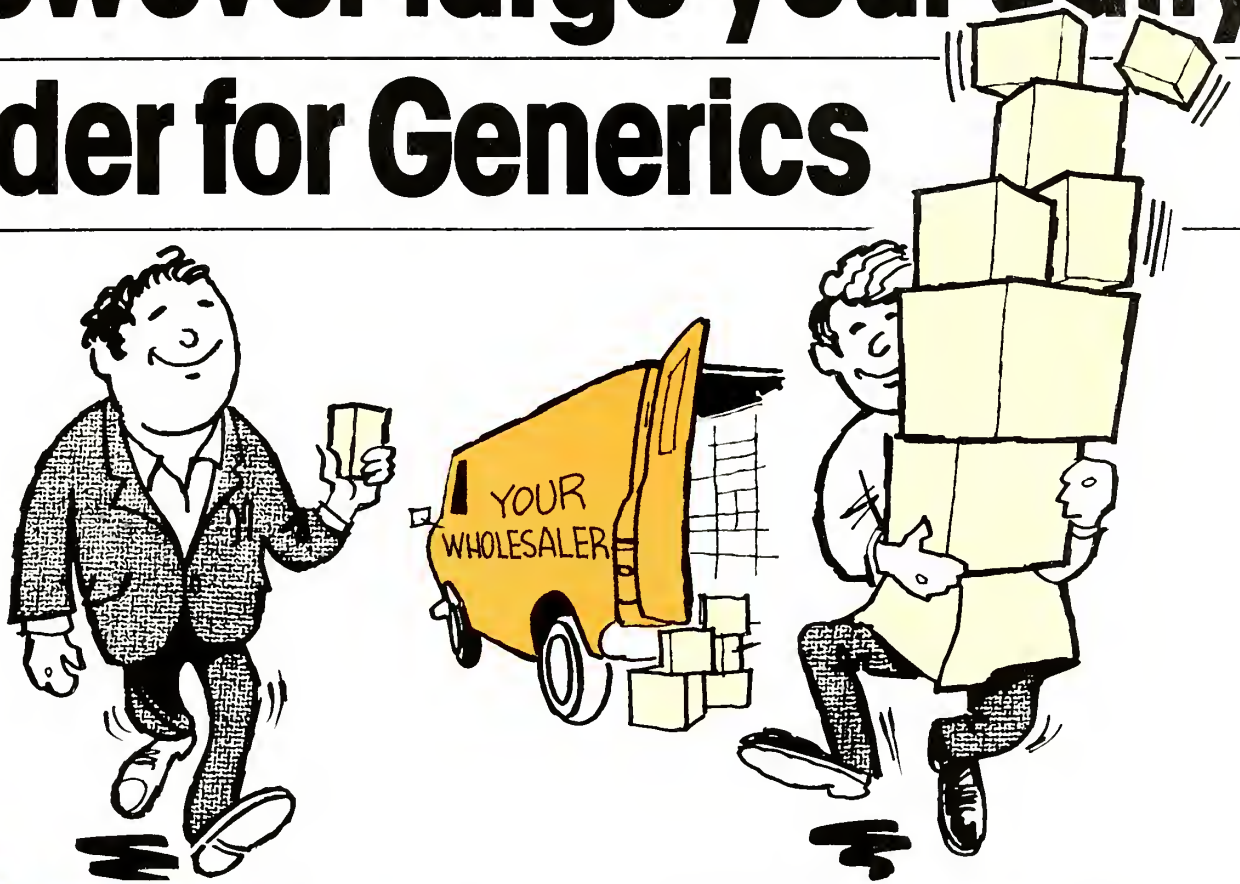
RMDCC is able to respond to drug "scares" or media stories about drugs which spread misinformation or concern among the public. The lacing of Tylenol, and more recently of Excedrin, with cyanide is a case in point. "There are major influxes of calls in response to drug-related situations that hit the media" says Dr Golightly. "We use a prepared statement describing as factually as possible what is known about the situation, and making specific recommendations — if possible — in terms of what consumers should do to protect themselves and their families." A similar service in the UK would be well received by pharmacists and the public alike, both of whom are frequently assailed by newspaper headlines while lacking an authoritative overview of the problem. RMDCC is now routinely contacted by local newspapers for a statement on newsworthy drug-related issues.

A similar problem arises with syndicated stories about drug developments, and these are often featured in financial analyses of pharmaceutical companies in the *Wall Street Journal*. "Our responsibility in response to these calls" says Dr Golightly, "is to explain what is known about the drug as best we understand it, and possibly say when it will be approved. A good local example is fluoxetine, a new antidepressant which doesn't appear to cause weight gain, and has been shown to have anorexic activity. People want to know, 'Can I get hold of it?', 'Can my doctor prescribe it?'"

The citizens of Colorado are fortunate to have an efficient drug information service of such high quality, but Larry Golightly is not resting on his laurels. "We hope to increase the scope of our service" he says, "as well as re-intensifying our efforts to make sure that people in this State know about us." With the latest information technology at hand, RMDCC will perform that task well.

Stephen Chaplin was awarded the Guild of Hospital Pharmacists 1986 Travenol Fellowship to conduct research in public drug information services. The results will be reported in full in *Proceedings of the Guild of Hospital Pharmacists*.

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AGFA

Welcome for new Council members

Three new Council members – Mrs Lesley Anderson, Mr Robin Holliday and Mr Ronnie McMullan – were welcomed to their first Council meeting of the Pharmaceutical Society of Northern Ireland in October.

Mr Robert Hugh Clarke was elected president for 1986-87; Mr Joshua Kerr was elected vice president and Mr George McIlhagger was re-elected treasurer.

The Department of Health and Social Services Board has appointed the following pharmacists to the Health and Social Services Board: Mr J.P. Beagon, Eastern Board; Mr N.W. Bell, Western Board; Dr J.G. Swanton, Northern Board.

A letter was received from Professor D'Arcy advising that the Pharmaceutical Society of Great Britain would hold its five year inspection of the department of pharmacy, The Queen's University of Belfast on Friday, February 13, 1987. It was

agreed that the Pharmaceutical Society of Northern Ireland would hold their inspection at the same time.

The following application for registration as a student was granted: Nicholas Roland Shanks, 7 Hollymount Avenue, Newtownards, co Down. BT23 3DG.

The following application for reciprocal registration under the agreement which exists between the Northern Ireland and Great Britain Societies was granted: Michael Scott Smith, Boots the Chemists, Richmond Centre, Londonderry.

Messrs Goldblatt were reappointed as auditors, and Messrs Cleaver, Fulton & Rankin as solicitors of the Society.

Mr Corbett reported on a recent visit to Ivex Pharmaceuticals by Council representatives. The purpose of the visit was to confirm that the premises were suitable for the employment of preregistration graduates. On the proposal of Mr Corbett, seconded by Mr McGlaughlin it was agreed to add Ivex to the list of premises suitable for preregistration training.



Robert Hugh Clarke has been elected as the next president of the Pharmaceutical Society of Northern Ireland. A native of Ballymena, co Antrim, he graduated from The Queen's University of Belfast in 1972 with an honours degree in pharmacy. He "emigrated" to Aberdeen to join Boots where he completed 12 months preregistration training. He spent some time as a relief manager with Boots before joining a private pharmacy in Stonehaven. He then worked in Glasgow in hospital pharmacy before returning to Northern Ireland in 1977. In 1979 he acquired his own pharmacy in Dundonald, Belfast. He was co-opted onto the PSNI Council in November 1982.

SHAMPOO LEAGUE

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Palmolive

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MAY/JUNE '86

When we altered the formula, redesigned the pack and changed the price, we wondered if we'd still be here next month.

*Source: Independent consumer audit. Litre shares

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Address

THE **SIMPLA** WAY IS

THE BETTER WAY

Society presses for aspirin as Pharmacy only

The Pharmaceutical Society is to make representations to the Department of Health that all packs of aspirin should be Pharmacy only medicines.

That decision arose at this month's Council meeting after the Legislation Committee considered the proposed amendments to the Medicines (Products Other Than Veterinary Drugs) (General Sale List) Order 1984. One proposal is that if aspirin or alopurinol preparations bear labels indicating their use for people under 12 years of age, they should cease to be GSL and would become pharmacy medicines (last week p775).

The Society is also to object to a proposal that choline salicylate should be on the GSL, even though limited to teething gels and external preparations with a maximum strength of 9 per cent.

Complaints procedure. The Society is to make a number of comments on the Government's draft guidance on the investigation of complaints in the family practitioner services. The Society supports the proposal for an informal investigation procedure applicable to all contractors. But it believes that records should only be made of complaints found to be valid and not withdrawn; similarly, only valid complaints should be included in published reports.

The Society would like a reference to consultation with the police, where a practitioner's actions may make him liable to criminal prosecution, to be elaborated to include other statutory enforcing authorities such as the Society. It also feels that only after a service committee hearing has been considered should cases be referred to an enforcing authority.

The Society is to seek clarification on a statement that barristers, solicitors or other "paid advocates" may assist with advice but not conduct the case. The Society is to ask for an amendment to allow the secretary of a local pharmaceutical committee to conduct a case.

Free movement opposition. Council is to

seek the Government's support in opposing a European Community proposal that would allow free movement within the EEC to pharmacists without appropriate academic qualifications.

Legal advice on imports. The Society is to seek the advice of leading counsel following a threat by the Association of Pharmaceutical Importers of legal action against both the Society and the Department of Health.

Dispensing balance changes. It was reported to the Legislation Committee that draft Weighing Equipment (Non-Automatic Weighing Machines) Regulations would require most pharmacy dispensing balances to be altered by the inclusion of additional information to the scale. It was hoped that nothing more would be required than moving one scale and fitting a new one at nominal cost. The Society's help in publicising the requirement is to be offered to the NPA.

Hospital surveys. The Society is to carry out surveys of vacancies in the hospital pharmacy service at six-monthly intervals, while recruitment problems exist. The surveys will be carried out in November

continued overleaf

SHAMPOO LEAGUE

1 **Palmolive**

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JULY/AUGUST '86

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Watch this space.



*Source: Independent consumer audit. (litre shares).

continued from previous page

and June, and results made available to the Guild of Hospital Pharmacists.

Publicity for insulin changes. The Society is to write to the BP Commission emphasising the need for adequate publicity for proposed changes in the names of certain insulins.

Extended campaign. The Society is to produce a brochure for promoting the "health care in the high street" campaign to other health organisations that may wish to participate in the scheme.

Pesticides exemption. The Society is to write to the Ministry of Agriculture seeking an exemption for pharmacies from the storekeeper's certificate requirements of a draft code of practice for those handling pesticides. The letter will also ask for exemption to be given to products already covered by the Poisons Act 1972.

Labelling of cytotoxics. Council has confirmed that its policy on the labelling of cytotoxic drugs with the word "cytotoxic" does not extend to products labelled individually for patients, because there might be occasions when the patient was unaware of the condition being treated.

Plain English. The Society is to investigate the possibility of simplifying

the wording used on dispensing labels and those included in appendix four of the British National Formulary, which deals with cautionary and advisory labels

Dispensed urine. The Council has referred to the Statutory Committee a case in which a pharmacy allegedly supplied a urine sample against a prescription for a cough mixture.

Health care sign. The Society has decided that no objection should be made to the use in a pharmacy window of a sign labelled "Health care chemist", giving hours of opening and the legend "good advice is part of our service".

Valoid sale. The Council has referred to the Statutory Committee a case in which a pharmacist allegedly sold Valoid tablets to a patient for whom Physeptone was being prescribed and whose doctor had discontinued Valoid. Cyclizine has been the subject of a Council Statement because of the risk of abuse).

Residential homes. A meeting with the Association of Directors of Social Services and the Institute of Housing has recommended that the Society's policy on pharmaceutical services for residential homes should be extended to cover some

patients in sheltered accommodation. It will be discussed with PSNC.

DT hosiery. The Society is to write to the Department of Health expressing the hope that lightweight elastic yarn hosiery will not be deleted from the Drug Tariff, as is currently being considered by the Department, according to a manufacturer.

Forum on problems. The Society is to organise a forum discussion, early in 1987, on pharmaceutical problems at the interface between hospital and community pharmacy.

Part II courses. The Department of Health is intending to make a special additional allocation for NHS Part II courses. The allocation would be limited to a maximum of three years, and would be linked to recommendations extending the pharmacist's role.

Branch grants. The Society's branch grants, regional grants, and regional conference grants are to be increased by 4.5 per cent for the financial year commencing April 1, 1987.

New diploma. The Education Committee welcomed a proposal by the University of Nottingham to institute a diploma in hospital clinical pharmacy practice.

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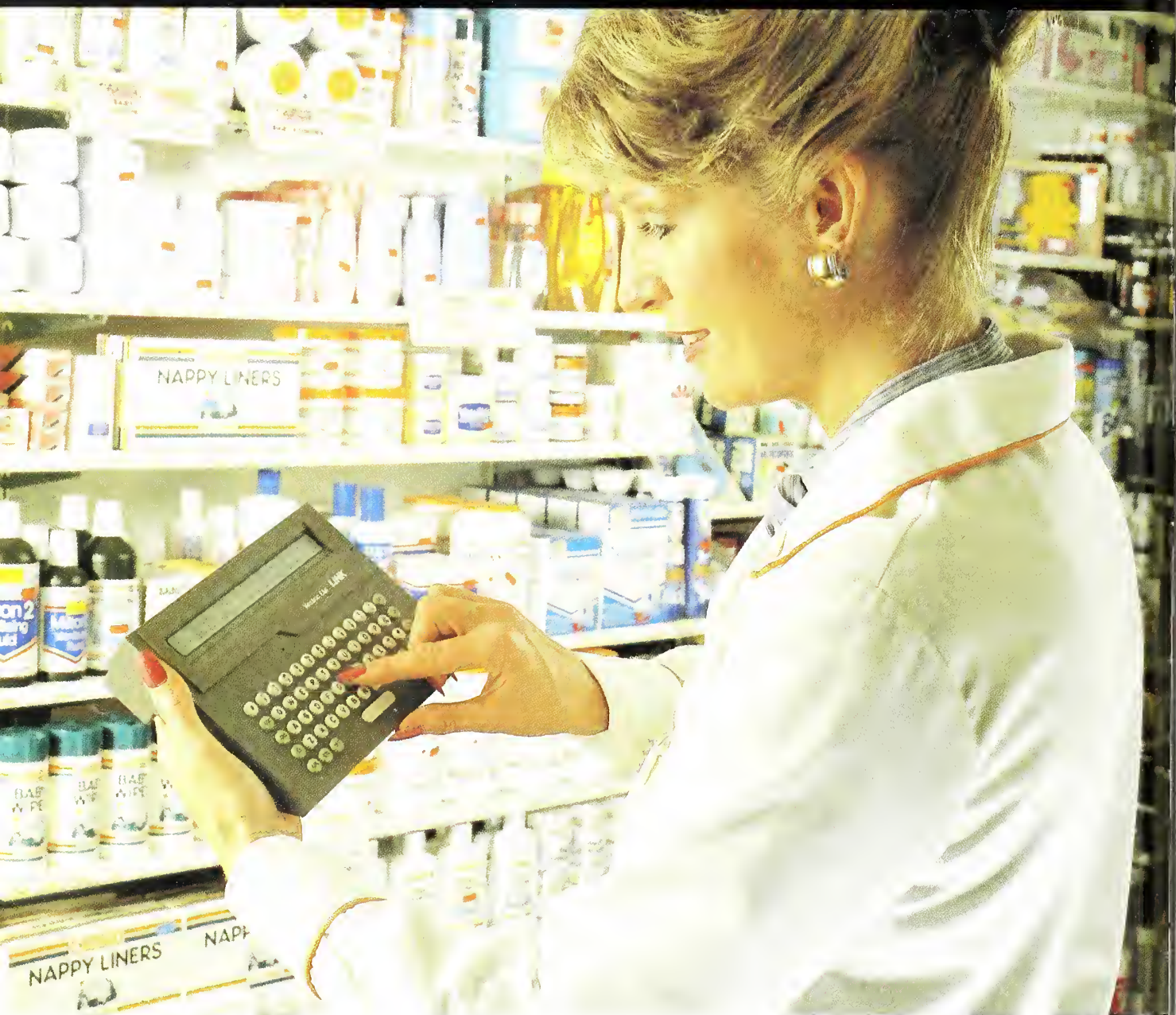
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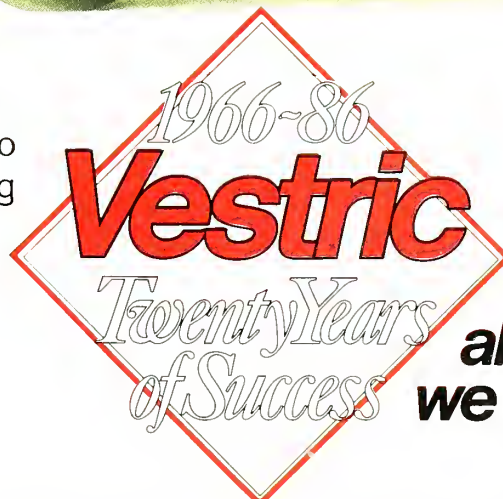
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1. Independent Consumer trial 1986. Data on file, Stafford-Miller Limited.

'All or nothing' warts and all?

Would you allow me to expand on Mr Darling's comments in the *Pharmaceutical Journal*, November 8 please?

As usual, Mr Darling, the DHSS has out-manoeuvred the Pharmaceutical Services Negotiating Committee and has left the profession with a malignant growth. However, pharmacists being scientifically orientated, would like to see for themselves the nature of the growth on their doorstep before doing anything at all. By then the point of no return has been reached and the profession usually moans and sits back trusting the judgment of the wise men of the PSNC and the "Lambeth Palace".

We at the British Pharmacist's Association (UK) were right from the beginning, having been genuinely concerned about being just left with a wart and further irreversible damage. The rejection of the new contract and the implementation in its place of the Nuffield Report, would be viewed by the BPA as nothing more than victory for commensense. The ball is now firmly in the courts of PSNC and Lambeth.

The whole profession now looks forward for positive guidance from both quarters.

Jayanti Patel
Midland chairman, BPA (UK)

Northern light thrown on new contract pickle

The editorial in last week's *Pharmaceutical Journal* contained the old, well rehearsed, bland arguments in favour of the present "new-contract-at-any-price" lobby. Yet again, it avoids some of the most critical and serious implications affecting the present and future well-being of community pharmacy.

The Pharmaceutical Services Negotiating Committee made an honourable agreement with the DHSS in 1985. The PSNC has not moved from its guarantees throughout the intervening period. The DHSS, however, because of Government vascillation and ineptitude in Parliament has changed its position more than once. This, together with the greatly protracted time scale, has radically and adversely altered the community pharmacy scene.

The purpose of the new contract



Mrs Elaine Foreman of the Mullion Pharmacy, Mullion, Cornwall, with husband Alex and John Chapman of David Anthony Pharmaceuticals Ltd (centre) armed with some of the Uvistat sun screen range which helped her to win a £3,000 Caribbean holiday competition

agreement was to bring rationality to the NHS community pharmacy service — and, let it be said — save the Government money. There was to be stability for contractors, thereby encouraging them to invest in their own facilities for the patient and extend their role. The DHSS was to give back to pharmacy £2m per annum of its own money to assist these improvements and 1,400 of our colleagues were to suffer a £2m loss in cost recovery. What has happened? Because of repeated delays by the Government — not pharmacists — the market place has become a worse jungle than ever, with panic openings together with "leapfroggers" seizing what they believe is their last chance of expanding their business interests.

Hundreds of additional pharmacies with hundreds more to come (already logged with the Society) and even more allowed under present regulations which can continue under any new contract agreement. Additionally, there will be all those new pharmacies permitted by the pharmacy practice sub committee plus National appeals committee. Moreover, there is the strong Parliamentary view — as exemplified in the speech of Lord Winstanley at last week's Pharmaceutical Society dinner that "this agreement should be regarded a means of awarding new pharmacy contracts not creating a closed shop."

The cost of all these new contracts eclipses any savings made by the attrition level of 16,000 items and we already see the DHSS response — although they will not be honest enough to admit the two facts are related. The under-reimbursement of branded generics, the pre-emptive threat to the small profit margin of withholding £20m from the balance sheet — a scurrilous attempt to prejudice the Review Panel — and worst of all, but as yet unpublicised, a probing question from a senior civil servant about PSNC's reaction to *raising the under recovery of cost level above 16,000 items per annum*.

Community pharmacist colleagues will immediately see the appalling situation we are in. Hence the resolution from the Northern Regional Contractors'

Committee. Too few of the behind-the-scenes-facts are being made known to the profession and too little resolve is being made to resist the DHSS tactics.

The Northern Region still unanimously backs the new contract. But we do not now have the new contract, do we? We have the sordid remnants of what we all saw as a bright achievement for the profession — at a cost! Our case has not been well represented in the Lords. The Northern Region has not called for the termination of the new contract. For those who bother to properly read the pharmaceutical Press, they will see we have called for something quite different. The Journal editorial — yet again — seems incapable of discerning this and resorts instead to irresponsible criticism of the "Northern LPCs". Is Mr Alan Smith being petulant too? As one of the most level and analytical men in community pharmacy today, he seems to think along similar lines to ourselves — and we have not consulted together.

If the new contract was abandoned by PSNC and imposed by the Government that does not mean the DHSS would have the ability to under reimburse costs unilaterally. There is recourse under contract law — if necessary to the European Parliament — to restrain such a measure. Over £350m has been saved by community pharmacy for the tax payer. It is now time to stand our ground and ensure that the negotiated deal is honourable and rewarding to the future of pharmacy. We can still do it if we are resolved and not panicked by ill-informed opinion and irresolute negotiation.

A.M. Tweedie

Chairman, Northern Region Contractor's Committee

Bill footing

May I commiserate with pharmacist Miss V. Baynes of London, SE12 who was underpaid for several months by the NHS. The Editor's footnote outlining the Pharmaceutical Services Negotiating Committee's response is very upsetting:

- a. Assistant secretary Peter Boardman says this case is atypical. Well, *he* may be sure, but without asking for a special check, *nobody* knows for sure and
- b. The Central Checking Bureau checks show underpayments of 0.03 per cent of the £1,500m drugs bill — that's a colossal sum.
- c. Is it "impractical" to have additional pricing checks? The NHS should add 0.03 per cent of the annual drug bill to our balance sheet.
- d. Out of 10 checks on Miss Baynes' NHS payments, only 4 were accurate.

Continued on p852

Continued from p851

I am dissatisfied with this and Miss Bayne has my sympathy.
Ms J.N. Stotter
Milanthers, Tayside

Form on CDs

With reference to recent letters (*C&D* November 1) concerning the "form" on Controlled Drug prescriptions. Tim Astill is wrong in saying "there is no doubt about the law". The law says the form must be specified by the prescriber (not stated).

The Oxford Dictionary simply says that to specify is to "make specific, to leave no doubt," thus the name "Tenuate Dospan" does specify the form (in the prescriber's handwriting), as does "Diconal", "Tuinal" etc. "Pethidine 50mg" clearly does not specify the form. As Tim Astill and — sometimes — the PSGB Law Department dispute this view, they should challenge it in the courts. Until that time, normal English usage of the word "specify" is good enough for me.

T.H. Moles
Bath

Stemetil — no go with Mag Trisil

It appears that a number of general practitioners are in the habit of prescribing a mixture of Stemetil syrup and magnesium trisilicate mixture. Up to now this mixture seems to have caused no particular problems. However, Stemetil syrup was reformulated recently and now contains citric acid and ascorbic acids as preserving and stabilising agents.

Within the past few days, we have received two reports from community pharmacists stating that they noticed that effervescence occurred when Stemetil syrup was added to magnesium trisilicate mixture and we would like to draw attention to this potentially hazardous incompatibility.

Under the circumstances, we would recommend that these two preparations should be dispensed separately.

J.R. Greig, MPS
Medical services manager,
May & Baker

Relax ad rules call welcomed

The Minister for Consumer and Corporate Affairs, Michael Howard, has welcomed a report calling for relaxation of advertising restrictions in three professions allied to medicine.

The report, published last month by the Director General of Fair Trading, recommended that chiropodists, physiotherapists and osteopaths remove their restrictions on advertising because they inhibit competition between practices and the provision of information useful to patients. A survey among the professions concerned showed that a majority wanted only slight relaxation. The Director General shared their concern that patients might be misled but felt sufficient control would be provided by the professional bodies' requirements for high standards of conduct. The Director General will be discussing with the professions possible changes to their rules.

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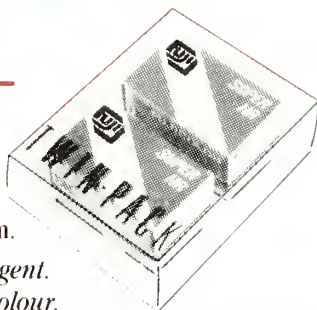
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HOW TO MAKE A MAN WITH MOUTH ULCERS SMILE.

BELIEVE it or not, as many as one in five people suffer from recurrent mouth ulcers.

And they're no laughing matter.

They can make eating a potato crisp feel like chewing broken glass. A toothbrush seem like an instrument of torture.

Fortunately, you're in the happy position of being able to do something about it, by suggesting 'Corsodyl' Mouthwash.

In a study at Guys Hospital 'Corsodyl' was found to have a greater antimicrobial effect than eight other mouth washes.¹

'Corsodyl' inhibits bacterial plaque and prevents secondary infection. It can also soothe the pain of aphthous ulcers and help get rid of them more quickly.²

You can also recommend 'Corsodyl' mouthwash (as do many doctors and the majority of dentists) for routine oral hygiene, and for treating gingivitis, and stomatitis.

Used twice daily, it can turn a wince into a smile.

'Corsodyl' mouthwash is a competitively priced 'P' classification product.

CORSODYL MOUTHWASH

chlorhexidine gluconate 0.2%

NOW AVAILABLE IN

300ml
SHATTER PROOF PACKS



THE RECOMMENDED COURSE OF TREATMENT IS 2 x 10ml DAILY FOR ONE MONTH.

Prescribing Notes for 'Corsodyl' Mouthwash: Use: Inhibition of plaque, treatment and prevention of gingivitis, maintenance of oral hygiene, promotion of gingival healing following surgery, management of aphthous ulcers and oral candidiasis. **Presentation:** A clear pink solution containing 0.2% w/v chlorhexidine gluconate. **Dosage and administration:** 10ml undiluted twice daily. Rinse mouth for one minute and spit out. **Contraindications:** Previous hypersensitivity reaction to chlorhexidine, extremely rare. **Precautions:** For oral use only, keep out of eyes. **Side effects:** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine are extremely rare. Superficial

discolouration of the teeth may occur. Transient taste disturbances and oral desquamation. Very occasional parotid swelling. **Product licence number:** 29/0124. **Basic NHS cost:** £1.04 per 300ml bottle. 'Corsodyl' is a trademark. **References:** 1. Grenby TH & Saldanha MG. *Br Dent J.* 1984; 157: 239. 2. Addy *et al Br Dent J.* 1974; 136: 452.



Further information available from ICI Pharmaceuticals (UK) Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.

A new shine for Boots

Planning a new look for one shop is difficult enough. Imagine having to cast your eye over 171,000 square metres of shop space in 800 stores employing 12,000 full time staff. You'd be dealing with 36 per cent of all Boots the Chemists' floor space and 43 per cent of all their staff. A daunting task indeed . . .

But that was the task facing Paul Joyce, Boots' director of small stores, when the company set about its general facelift (*C&D*, March 22). He told *C&D* where you begin, when you're polishing up Boots.

"The needs of our small stores are very different to those of the big branches," Mr Joyce explained. "Within the large stores, we divided them into different businesses — which include health care and baby care, but also things like sound and vision, and so on. In fact there are nine business centres in the large store chain, and business general managers have been brought in to focus on each individual section."

But on his own patch — branches under 600 sq m — another strategy was needed.

First on the list was a stronger management structure. Under each of the six area managers who report to Mr Joyce, there are now ten district managers, each one responsible for 12 to 14 stores, and each

with the instruction to get into those stores every week.

And what about the shops themselves?

"These stores are super-pharmacies. The biggest ones are often the largest store in a market town, so they're essentially trading concepts in their own right. For each store we ask, What does this shop, in Town X, and its customers require? That decides the design treatment. But first and foremost the prime service is always pharmacy."

So that was where the refitting programme began.

"We looked at the dispensaries and chemist counters and decided the interface should be a little less formal. Some of them, for example, are raised — the customer has to reach up with the prescription — and it's a bit like a fortress."

Down came the new dispensaries to customer level. "That makes the pharmacist more accessible. Then we wanted to create a

consultation point, which led to all sorts of debate: Should it be a separate room, for instance? But we decided that the pharmacist should be immediately available to give advice on health-related matters. If you start sectioning off rooms, it begins to take away that immediacy, and the informality."

An example of the solution to this problem can be seen at the branch in Chard, Somerset, which was refitted this year.

Here, Boots have used the design to suggest that the area is separate from the trading point. An ash table top is fitted at the prescription reception area, and over it the sign which previously read "Prescriptions" now uses the word "Pharmacist". "It shows the customer: Here's the pharmacist; here's where he is; that's where you can meet," Mr Joyce explained. "We're still using blue and white, which is very clean and clinical. And now we've got the ash trimming, which is continued at the front and back of the medicines counter as well."

Another feature being brought in to the dispensary — and to other areas of the store — is the information board, carrying Boots leaflets on health education matters such as family planning, first aid and care of the elderly. And a personal independence catalogue for the disabled reminds customers that, even if bulkier items can't be



Seeing eye to eye: an example — at North Finchley — of Boots' approach to two professional services

Professional shop planning for the pharmacist

The role of the pharmacist is becoming increasingly important in today's society. The Nuffield Report recommendations, the New Contract and moves towards original pack dispensing affect not only your dispensing practice but your opportunities as a retailer too.

To help you take maximum advantage of the new situation we've published our "Guide to Shop Planning for the Retail Pharmacist".

This carefully researched document is a complete explanation of modern shop planning techniques, including case studies showing how we've helped some of your colleagues improve their business and make more profit.

If you are seriously interested in taking maximum advantage of the new opportunities, return the coupon today.



The heart of the matter

Selling more to your customers

Commercial investigation

Knowing

Pharmacy Retailing

Your opportunities

Attracting more customers

...in today's market

A Guide to Shop Planning for the Retail Pharmacist

BFN SHOWRAX

CD/15/11

To: Baxter Fell Northfleet Ltd, Tower Works,
Lower Road, Gravesend, Kent DA11 9BE

I am seriously interested in improving my business.
Please let me have a copy of 'A Guide to Shop Planning for the Retail Pharmacist'.

Name: _____

Name of Shop: _____

Address of Shop: _____

Tel: _____

BFN
SHOWRAX

stocked in the smaller stores, they can still be ordered.

Refitting a whole chain of stores means finding a — preferably flexible — theme. The Boots plan is to fix a starting point — the pharmacy itself — and then move on to associated sectors, in order of importance, until each store has reached capacity level.

Next in line from medicines comes general health care — first aid, foot care, baby care and so on.

Then comes the beauty counter, along with personal care. Only after dealing with the pharmacy business will the company venture into different areas, such as health foods and Baby Boots — and that depends on how much room there is, and what the community wants.

In the Banstead branch, optics has a special place. Here, the two professions — pharmacy and optical — are strongly linked. As Mr Joyce put it, "We've got a symmetry of presentation, to show the pharmacy and the optical section side by side."

Following on from the core professional service, the Boots designers turn their attention to beauty.

"In the Banstead branch, we've made sure the beauty area doesn't look too frivolous by bringing in the ash treatment; and we've concentrated on natural beauty products, skin care, and the health element with our own No 7, Almay, Biotherm and Roc, and so on."

"Health and Beauty" stores — which are slightly bigger than the healthcare branches — will form the vast majority of the new look stores. Here, again, the firm is careful to find a balance in its use of space.

Testing new ground

Cosmetics professionalism is underlined with the new "Test and try" unit — brought into the Market Harborough store. "We needed a facility which lets the customer sit down and sample some of the cosmetics there and then. And while we already employ beauty consultants for specific brands such as Revlon, Elizabeth Arden or No 7, I felt a need in the smaller stores to bring them in for a whole range of brands. They'll be available with general advice."

To fit the new unit in, the designers have angled the beauty counter and brought it out into the aisle. "That gives emphasis to the fact that there's something new and different there," comments Mr Joyce, "and we're using down lighters to show the prestige nature of the business."

Isn't it a bit risky to clog up the traffic with queues of customers wanting advice?

"It is often hard to do, when the place is teeming with people. But if you take time for customers, the advantages build up. The 'Ask your pharmacist' campaign has been very effective, and people are coming in to

the stores looking for advice. We felt it logical to extend that advice to other specialist areas such as cosmetics."

After getting this sector right, the designers can consider the extra space left over in a store. This might be used for baby care — or for health foods, a sector which has lately been of great interest to the company.

"We've always supplied food, but it's been mixed up with the chemist offering. Now we want to separate it into an identified range. And while we do this we've got a duty to be consistent with the current thinking on healthy diet."

So while all this is happening inside the shop, what about the outside?

Throughout the refitting, Boots are using pilot study stores to test their new ideas. These are the branches to be changed as soon as change is thought necessary, so, as Mr Joyce put it, "They're the real state-of-the-art, up to date stores".

The latest look in facias can be seen at Chiswick. This uses a dark blue backing for the Boots logo, which is now set onto steel bars for added strength. But this is already phase two; originally a white backing was used but, says Mr Joyce, "We decided it lacked a bit of punch".

In Dorchester the shop front has been opened up and all the original windows taken out, so that, now, passers by can look

straight into the store. "If you've got the right design treatment inside, you should open up the shop and give a clear impression of what's there."

The Dorchester branch now uses a cameo perfumes display on semi-circular shelves set at an angle to the side of the wide window, to attract the eye.

Of course, there's always the problem of the customer who's tempted enough to try and obtain some stock without paying. "Security is a problem, and we're very mindful of it," Mr Joyce agreed. "We use closed circuit television in the bigger stores. But for the smaller ones, one answer is to lower the height of displays so that there is good vision across the store. All pharmacists have to deal with a vast number of items and there's a tendency to include more and more, building the displays higher and higher. So we must look carefully at inventory management and pull out the slow sellers as we introduce new lines."

Balanced outlook

Mr Joyce has set himself the target of finishing all 800 stores over a three year span. By the end of the financial year, over 200 will be done; 84 of the 100 to 600 sq m stores will have been refitted in this year alone. Meanwhile, stores below 100 square metres will be treated to an update — whether that takes the form of new fascias, new counters or a fresh like of paint.

It's a lot of activity and a lot of change; and the firm has to ensure that it won't frighten the customers away.

"There's a delicate balance of keeping faith with our existing customers and responding to trends and well-informed shoppers. So we talk to our customers, ask them questions and listen to what they have to say. If we remove a range from the stores and there's a bad reaction, we put it back. But we do have to move with the times, or we wouldn't be catering for a discerning public."

Boots the Chemists is a mini-empire; it uses its own architects, fittings factory, engineers . . . you name it. Brightening up a considerable part of that empire means being alert and adaptable, as Mr Joyce can vouch: "There's never a day when you can stop and say, 'That's it. That's what we'll do.' We're looking to the future all the time and seeing what health care can offer for the 1990's."

Is there a lesson for the independent in all this?

"I'm sure they can learn from us. But it goes two ways. I have to watch the competition and try to make sure we're ahead. And a lot of the independent pharmacies are looking very sharp these days; they're a stimulus to us. I'm very much aware that, on the high street, nobody's standing still."



Making a stand

A new perspective on retail display? This is a platform for 3D, who offer mail order service for their acrylic displays, *3D Displays, Unit 11, Faversham, Shipyard, Upper Brents, Faversham, Kent*

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A hat-trick of refits from Dollar Rae



How Dollar Rae faced up to the challenge of Zeidman's pharmacy

How do you attract attention, when you're up against seven competing chemists and a shopping centre in the pipeline?

This was the problem facing Gerald Zeidman, whose High Street shop in Edgware had already been recently refurbished. "In an area of great competition, you need an excellent range of products well presented," he explained. "I had to have a shop with such a strong image that in a few years' time it would be considered *the* pharmacy for this area."

Dollar Rae decided greater impact could be made on the outside, and used a grey and pink facia to make the word 'pharmacy' "impossible to miss". The firm put "prescriptions" in neon lights — literally — and opted for an easily visible raised dispensary.

The whole design was based on a clear and immediate view into the shop from the street. As the company put it: "A shop's appearance can communicate professionalism and quality so clearly that even passing motorists get the message".

Shopfitters

Other Beautiful Modules in Stock

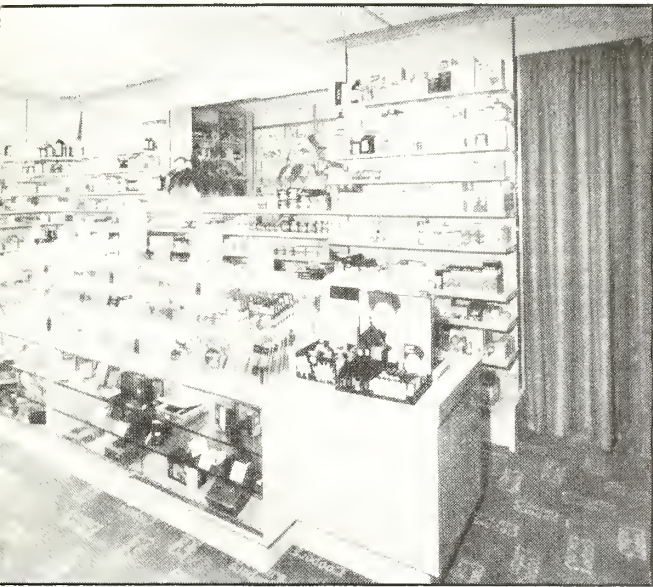
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The dispensary and consultation point at Coopers Chemists in Aldgate Barrs

From Edgware to Edinburgh: three months ago Dollar Rae were presented with the task of fitting out a new shop in the heart of a busy tourist centre. The Waverley Pharmacy in Edinburgh is on the city's main shopping thoroughfare — Princes Street — and can benefit from the boutique browsers of Waverley Market.

"Part of the challenge was the need to communicate with an international clientele," say the designers. Their answer was that the Continental green cross symbol — not just in the signage, but woven as motif into the carpet which also blends the pastel pinks and greys throughout the store.

And another message comes in the form of a photographic panel with a theme familiar to the UK's chemists: "Ask your pharmacist". "The message is instantly clear to shoppers," claim Dollar Rae. "No-one can miss the medical counter and, above it, an illuminated transparency of a friendly chemist consultation with a mother and child."

Graphics are used in other areas to point to the perfumes, cosmetics and health foods. And the company says its pictorial theme "reflects our long held view that chemists must boldly identify their businesses as being distinct from all others".

Call the merrier

Another graphic example of the "Ask your pharmacist" campaign's attractions to the designer — Coopers Chemist in Aldgate Barrs. This is a new outlet in the shopping mall under an office development and, again, Dollar Rae set out to encourage consultation with an illustrated message. To the right of the medical counter is an open space aside specifically for consulting.

The dispensary uses modular furniture with Continental style vertical and horizontal cabinets. The walls have a linen-type finish in salmon and ash grey; and for the floor, another specially woven carpet, with the Coopers logo spelled out from wall to wall. Dollar Rae Ltd, 47 Hags Road, Glasgow G41 4AR.

And he only popped-in to pick-up a prescription



As a professional pharmacist you probably get your fair share of people calling in to have prescriptions dispensed.

But what about your turnover of products other than drugs and medicines?

All those high profit possibilities such as perfumes and toiletries, health foods and homoeopathic products.

Perhaps you haven't considered all the possibilities open to you. Or, maybe you have but they're not moving as well as you'd hoped they might.

Either way, you have everything to gain from an informal initial consultation with Shopfitting and Design.

We are a specialist consultancy with wide experience in advising pharmacists on store design and merchandising.

We will survey your specific location and recommend the merchandise most suited to your business. Following which, we will design your premises to ensure that you achieve optimum sales per customer.

Even if they only pop-in to pick-up a prescription.

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We make your premises and your profits look really good.

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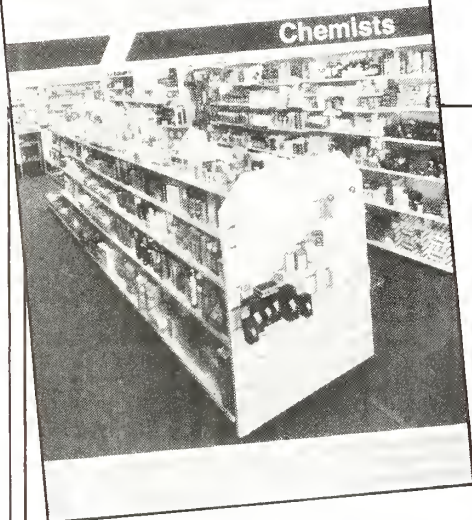
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*shopfitting
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Shopfitting & Design Centre Ltd..

2a Hallatrow Road, Paulton, Bristol, BS18 5LH Telephone: 0761 418941

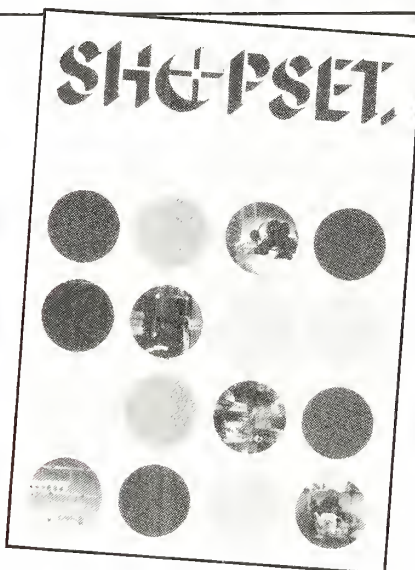
VERSATILE FITTINGS



One thing a refit can give you is plenty to read... two new brochures are aimed at the chemist retailer, with details and pictures of the equipment on hand. Shopset comes from RT Display and illustrates the cube display system, with a colour guide to help you choose between 12 available colours. RT Displays Systems Ltd, 212 New Kings Road, London SW6 4NZ. And a colour brochure from Versatile shows the fittings designed for

chemists, focussing on Superslot, a range of wall and gondola merchandisers with freestanding wall units. Versatile Fittings Ltd, Bicester Road, Aylesbury, Bucks HP19 3AU.

Fitting tackle



A perfect foil?

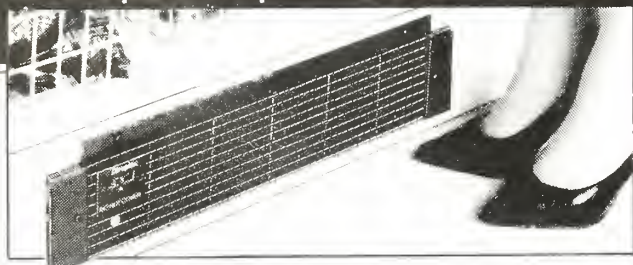
Masson Seeley have been foiled again — or at least their Micro machine has. The point of sale display and price ticketing unit has been brought out as a smaller and cheaper version of their established package and uses a coloured foil — transferred by heat — instead of ink. The complete package deal comes at £395 plus VAT and needs no previous operating experience, say Masson Seeley & Co Ltd, Howdale, Downham Market, Norfolk.

A Spur to design

Spectrum is the latest addition to Spur Shelving's range of storage and display systems. Designed to co-ordinate with interior decoration, it uses coloured infill strips, which slide into the upright to conceal unused slots. The strips come in primary colours and a selection of Dulux paints in "shades of white". Spur Systems International Ltd, Spur House, Otterspool Way, Watford, Herts WD2 8HT.

Fully-fitted fan heaters

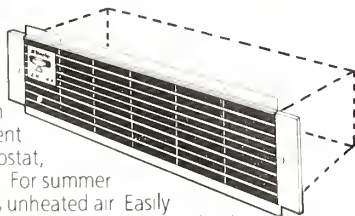
to save space and put heat where it's wanted



BUILT-IN FAN HEATER Model BUH 24T with choice of 0.8kW, 1.6kW or 2.4kW outputs

This built-in fan heater can be mounted into fitted units, fascias, false walls or display units — to avoid taking up valuable wall or floor space — in homes, retail premises or offices.

The controls are remote and can be mounted anywhere convenient. The heater has a variable thermostat, and a thermal cut-out for safety. For summer use, a fan-only setting circulates unheated air. Easily installed, requiring no ducting. Finished in 'bitter chocolate'.



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How stuffy is your shop? If there's too much hot air around, Trane are offering a new range of air conditioners designed for refurbishment schemes and buildings which were never designed to be air conditioned.

The equipment comes in up to 200 combinations for cooling only, or reversible cooling-heating applications, with required ratings of 70kW down to 2kW. The silent running TCW 709 is a wall-mounted three-speed unit with an output span of 2kW to 8.5kW. *Trane (UK) Ltd, Gastons Wood, Reading Road, Basingstoke RG24 0TW.*

Air's how it works...
Trane's wall mounted conditioner

Astored to life

An old-fashioned chemist's shop needed a new lease of life in Pitshanger Lane, Ealing. Now, after giving it a complete refit, designers Astore say the Temple Pharmacy has taken on a "bright modern image".

When owner Dinesh Patel took over the 600 sq ft shop it had been a drugstore with fixed mahogany fittings. These, he complained, lacked the adaptability to display his merchandise adequately and meet customers' expectations.

One special requirement was for concealed storage cupboards above the lighted pelmets, to hold a supply of goods for replenishing the shelves beneath them. The fascia and the cupboards are now both faced in green suede to match the backing panels of the shelving. And lockable display cases and wall cupboards have been provided for perfumes and drugs. Astore say they set out to use easily adapted fittings for constantly changing lines, and to meet "the tremendous range of products now sold from pharmacies." *Astore division, Barshop Group of Companies, Astore House, 61 St. Martins Street, Peterborough PE1 3BB.*

Chemist & Druggist 15 November 1986

PRESCRIPTIONS

BEST SELLERS

by Dollar Rae

In the face of fierce retailing competition, there is one sure way of keeping one step ahead.
Creativity in pharmacy design combined with sound marketing principles.
Dollar Rae has transformed hundreds of pharmacies, providing each one with a total marketing identity that suits their individual requirements.
The result?
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Consequently, this sound investment in the long term future of their business, pays for itself in a very short time, as our clients testify.

"With our new pharmacy design, we have doubled OTC sales compared with the same period a year ago. There's no question we have more selling power."
J. Beryl Washington, MPS, Quay Pharmacy, Devon.

"Our second pharmacy design from Dollar Rae produced the same results as the first - many more customers, rising OTC sales and increased NHS business."
Leslie Baron, MPS, Baron of Blyth

We can advise you on financial arrangements, including leasing that make investment in the future of your business more feasible.

Queens Pharmacy, London.

Gerald Zeidman, Edgware

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Invitation to sales?

"It is essential that the independent retail pharmacist takes an objective look at his business now, if he is to compete not only with chemist multiples but other trades as well". That's the warning from Beanstalk, who point out that promoting an advisory role is not likely to attract consumers without the backing of an inviting and professional look to the shop. The company offers a colour brochure, "Working with the retail pharmacist" and a consultancy system. *Beanstalk Ltd, Freepost, Chichester, West Sussex PO19 2BR.*

High fliers

A new range has taken flight from Roe Shopfittings: Concord is made in grey or cream, with contrasting pastel shades. Shelving is offered with slimline rounded postformed edges, and wall-fittings have integral lighting. The range is complemented with gondolas and centre shop display. Showcases, display counters, and counters with rounded lines complete the range. Where ceiling height permits, a unit-to-ceiling fascia is available fully fitted. *Roe Shopfittings Ltd, Regent House, Dock Road, Birkenhead, Merseyside L41 1DG.*

Big Schemers

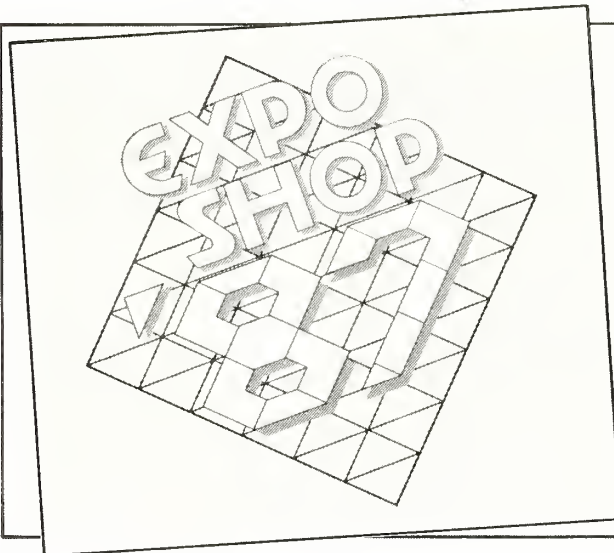
Spearhead Promotion and Display are thinking big. They've produced a plan for the larger retailing chemists, which they call 'Shop scheme'. This incorporates design, print, production and fabrication of signs and display material, for inside and outside use. And the scheme can also include free standing dispensers, merchandisers, shelving, uniforms and badges. Each project is fitted to the individual outlet's needs — and there are separate plans for smaller chains as well. *Spearhead Promotion and Display Ltd, 103 Loverock Road, Reading RG3 1DZ.*



Shedding the light

Nexo are spotlighting their in-store display lights: adjustable lampheads on long aluminium stems hold lamps which can be positioned up to 500mm from display panels. One of the spotlights, the type 104, has a head that accepts most types of reflector lamps; type 704 has a spun cowled head for

the R80-30 100W lamp and the R80 wide-angle lamp. And Nexo recommend type 804 — the tungsten halogen floodlight — for overall lighting, "wall washing" and up-lighting. *Nexo Display Systems Ltd, Studio 5, The Centre, New Ash Green, Dartford, Kent DA3 8JL.*



For the show-lovers among you: Expo Shop '87, the interior design show, will be held at the National Exhibition Centre in Birmingham from 15 to 18 March 1987



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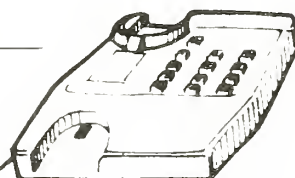
0392 - 216606

GRACE RD., MARSH BARTON, EXETER, DEVON

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0925 - 827292

4 PRESTWOOD COURT, LEACROFT RD.,
RISLEY, WARRINGTON, CHESHIRE



Hit for six

You've heard of the Pentagon: now there's a hexagon, for window and centre shops displays. The toughened glass kits from Fairfield Displays have chrome sphere shape connectors and are supplied on white bases with castors. There's a choice of four different self-assembly kits, and the hexagonal compartments can be made to different heights, to make a pyramid type of design. *Fairfield Displays, 32 Victoria Road, Farnborough, Hants GU14 7PG.*

Silver stands...

Even pharmacists sometimes need cures, and Zaf say they can offer "total relief from OPD" with their Pharmatic storage system. "In general all dispensary layouts will have to be rethought to take account of OPD," says the company. Pharmatic is a vertical carousel dispensary system which stores 2,000 to 5,000 items. An enclosed cabinet contains a variable number of shelves, and is closed by a slide-down door. Zaf claim the system can reduce storage area to just over 30 sq ft; increase the speed of dispensing



Zaf celebrate their silver prize in the Chemex stands awards

each item to 30 seconds; and keep customer contact, by being sited in an open dispensary. At least one organisation has been impressed: Chemex, who gave the firm a silver

award for the exhibition stand's interior design and overall display. *Zaf Ltd, Radford Court, Ilkeston Road, Nottingham NG7 3HD.*

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State of the art

Redesigning

There's been a good deal of rearrangement going on in the shopfitting world lately — and not just of shelves and systems.

Last month **BFN** — Baxter Fell Northfleet — bought up the Multiflex Storefitting Group. This, they claim, makes them Europe's biggest retail design and storefitting organisation, with about £30m a year joint turnover. **BFN** centre mainly on marketing and financial management across a broad range of retail categories, as well as making modular shopfitting systems. Multiflex work in turnkey contracting and in the department and variety store sectors.

BFN evidently see the deal as no small event: "Bringing these two companies together is one of the most significant moves we have seen in the relatively short history of the shopfitting industry," according to the new group's chief executive Terry Watkins. *Baxter Fell Northfleet Ltd, Tower Works, Lower Road, Gravesend, Kent DA11 9BE.*

Another significant acquisition is claimed by **SL**, who bought the Swindon-based firm Church this Summer. Church make point of sale merchandise and bring with

them a metal fabrication and powder coating plant. "Church are recognised as one of the leading manufacturers of modular merchandise units," is Richard Mauleffinch of **SL**'s comment. The deal is part of the group's overall expansion policy in retail. *SL Group, Rhyddings Street, Accrington, Nr Manchester.*

And the **AMS** shopfitting group has won the controlling interest in Clements Displays of Bromsgrove, who make wooden interior

fittings.

AMS mainly deal in metal fabrication, and now intend to follow the trend towards fittings which use both materials. Group chairman Alan Hughes explained: "It had become apparent through the many projects in which we had been jointly involved that it would be beneficial for both companies to become part of the same group." *AMS Group Ltd, Kings Road, Kings Heath, Birmingham.*

Secure knowledge

There's one burglary every 80 seconds on England's business premises. That means there are more non-domestic burglaries every year in England than there are retail sites.

This figure is revealed in a Macrotest report on break-ins commissioned by Arthur Ring (Doors) in Birmingham. According to the survey, nearly 90 per cent of police regions have seen increases in business burglaries in the '80s — some by up to 30 per cent.

Ring Doors are planning new depots in

Bristol and London because of the growing demand for security shutters. Managing director John Booth believes a change in planning authorities' attitudes has added to this growth.

"The traditional solid galvanised steel shutters are becoming a nightmare to planning officers charged with the task of protecting the look of our high streets. We invested heavily in new punched aluminium designs and colour powder coating finishes, which the planning people favour". *Arthur Ring (Doors) Ltd, Oldfields, Corngreave Road, Cradley Heath, Birmingham B64 6BR.*

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Sorry Summer for pharmacy sales

The Summer has seen the pharmacy sector falling behind groceries in toiletries and OTC medicine sales this year.

Nielsen statistics — which do not look at Boots — reveal a drop of 1 per cent in pharmacy outlets' sales volume for July/August, compared with the same period a year ago.

Groceries, on the other hand, are up 10 per cent on the equivalent period last year. Their May/June figures show a 14 per cent rise in volume sales, while pharmacies' volume sales were up 7 per cent in those two months.

As for sales value, pharmacies have an increase of only 5 per cent on July/August of 1985, while groceries are up by 19 per cent.

For May/June, pharmacies' value sales have increased by 14 per cent on last year; grocery outlets are up 23 per cent in that period. In March/April pharmacy value sales were up 13 per cent, while groceries have seen a 23 per cent year-on-year change in January/February and March/April.

Trade stock volume in pharmacy outlets went up by 3 per cent in May/June and 6 per cent in July/August. But stocks in the grocery sector were down for the latest period, falling by 2 per cent in July/August, after showing 1 per cent rises in January/February, March/April and May/June.

Unit sales for Nielsen's 22-product pharmacy category were also down — by 2 per cent — in July/August. They had seen increases of 4 per cent in March/April and 6 per cent in May/June.

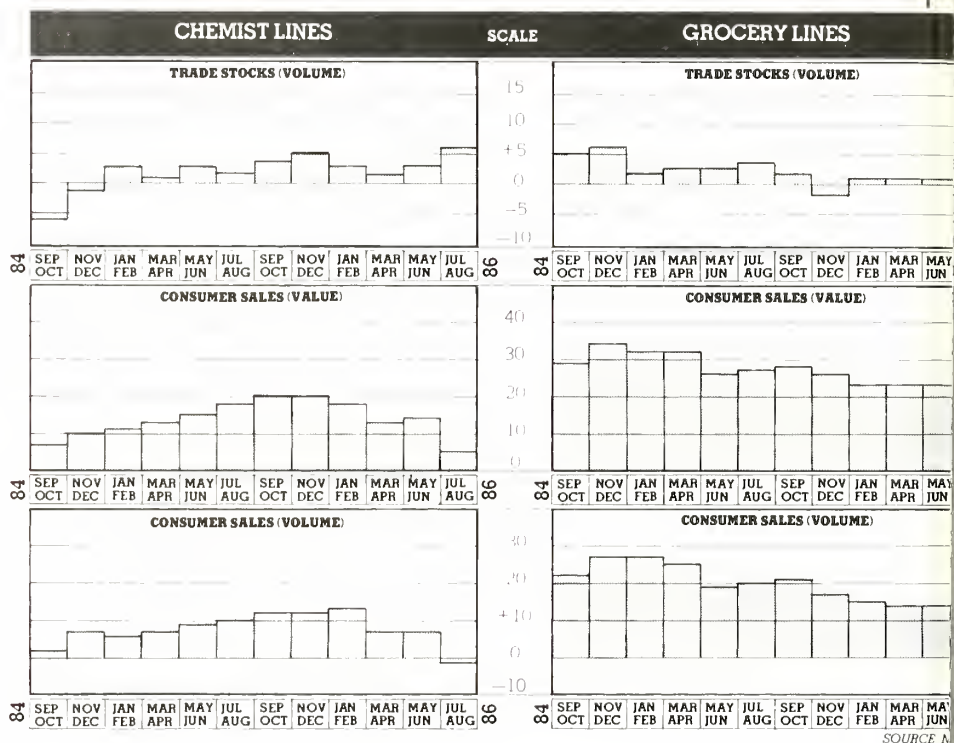
On a cash sales basis, figures for pharmacies show a 10 per cent rise for March/April on the previous year, 12 per cent for May/June and only 4 per cent for July/August.

Trade stocks were down 5 per cent, both in May/June and July/August — after increases of 2 per cent and 3 per cent in January/February and March/April.

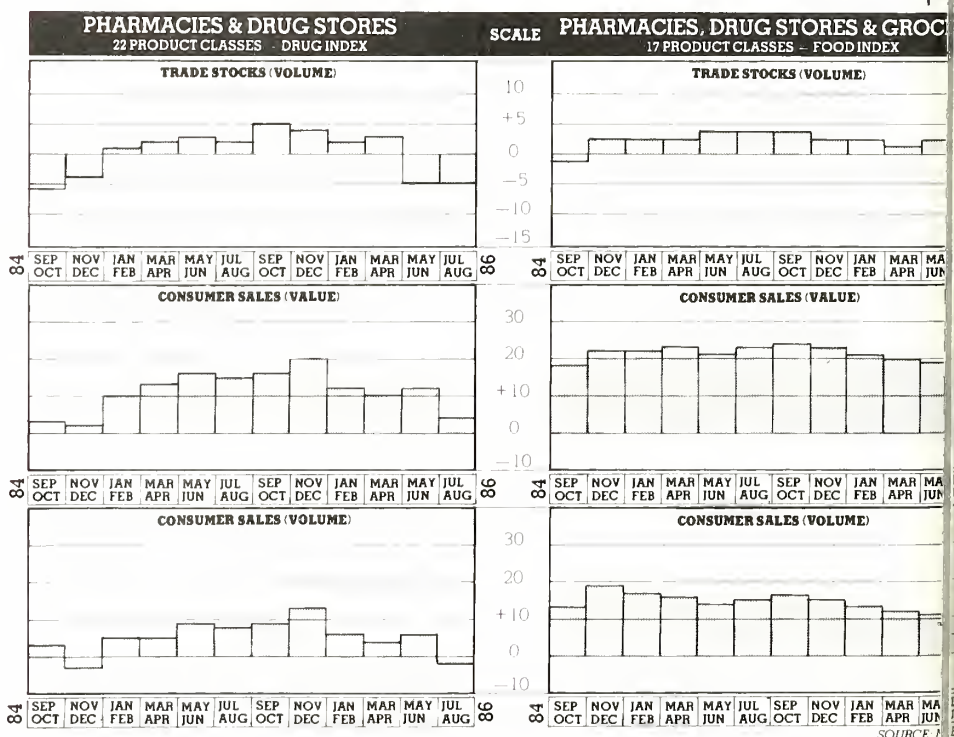
When grocery outlets are also brought in, volume sales are up 5 per cent in July/August, compared to the equivalent period a year before, while cash sales increase by 12 per cent compared with last year.

For May/June, volume sales show a 11 per cent rise on 1985, while cash sales see a 19 per cent increase. Trade stocks see an increase of 2 per cent — the same year-on-year change as for May/June.

MARKET TRENDS PERCENTAGE CHANGE ON ONE YEAR AGO



PHARMACIES & DRUG STORES v GROCERS



Independents may miss the EFTPoS boat, warns NPA

The National Pharmaceutical Association is becoming increasingly concerned that independent retailers are going to be left out in the cold on EFTPoS.

The Retail Consortium has been talking to the banks with a view to getting a national system for EFTPoS going. But there are problems. Competition between the banks has been encouraged by the Office of Fair Trading; and the building societies are moving into banking type operations and want to be included.

"Overall the only people who want EFTPoS are the clearing banks. I am quite happy shopping with a credit card but not with a debit card," says NPA director Tim Astill.

The Retail Consortium is not getting where it wants to get fast enough. There is a danger of talks being overtaken by independent moves from the banks. But there can be no progress until the banks

reach general agreement, and they have run into difficulties, according to Mr Astill.

EFTPoS Development Ltd, a company set up in 1985, and one of the leading contenders to become the major co-ordinating body for the financial institutions behind electronic money transfer, gave a presentation to the NPA Board last week.

The main requirements for a nationwide EFTPoS system were agreed some time ago. They include the need for a simple system, open to all major credit and debit cards, giving retailers a guaranteed payment for all authorised transactions and having a high level of security and reliability.

It is hoped the presentation will be available for NPA branch meetings before pilot EFTPoS schemes to be run in 1988 in a number of major centres, including Southampton, Leeds and Edinburgh.

Glaxo top the *Insight* charts

Glaxo have put in the best financial performance of the year in the pharmaceutical industry, according to *Chemical Insight's* annual survey.

The company brought in the biggest sales increase for 1985 — a rise of 25.6 per cent, compared with Wellcome's 24.4 per cent. It also managed the highest profit margin — 43.5 per cent — and the return on assets (49.3 per cent) came second to Upjohn's 63.4 per cent.

This is the second year running that Glaxo have come top in *Chemical Insight's* newsletter poll. The other top ten performers were Syntex, Squibb, Boehringer-Mannheim, Daiichi, Wellcome, Astra, Boehringer-Ingelheim, AH Robins and Warner-Lambert. Glaxo are the only firm to have come into the top ten for each of the past three years.

Top in the sales category this year were American Home Products, and Merck head the column showing research and development as a percentage of sales. They show 19.1 per cent, with Astra coming second on 18.5 per cent. *Chemical Insight*, 6 West Grove, Greenwich, London SE10 8QT.

Complex move for Farillon

Distributors Farillon, part of the Macarthy's group, have moved to a new 38,000 sq ft purpose built complex in Romford.

The new building is a combination of offices, security warehousing and cold storage facilities. The move was necessary due to expansion of the business according to managing director John Morl.

Recent additions to Farillon's portfolio, *Chemist & Druggist* 15 November 1986

worth over £2m, are agreements with Delandale Laboratories and Panpharma Ltd.

The recruitment system for the YTS scheme has changed. Bids from pharmacists wishing to take on YTS employees to start work in April need to be with the National Pharmaceutical Association by the end of this year.

Training officer Ailsa Benson, to whom inquiries should be directed, says it will be very difficult to accommodate late bids. The scheme has a lot to offer but does require commitment from employers, she says

Revamp plans for J&J

Johnson & Johnson are to set about reorganising their UK business in a bid to speed up the company's growth.

Managing director Kneale Ashwell, who came over to Britain from J&J in Japan six months ago, is heading the restructuring programme, which should include expanding the consumer products range and decentralising manufacturing operations. Mr Ashwell explained: "It's in the very early stages now. I've spent a few months looking around to see what shape the business is in. I've tried to restructure the organisation so that it's better suited to where we want to be in 1990-95. It'll take time to increase the pace of growth but new business development and results will come in the fullness of time".

The company might venture into new areas of consumer products, he said, but denied the suggestion carried in a *Marketing Week* article that the US analgesic brand Tylenol might be brought into the UK market.

The manufacturing and research and development divisions will be focussed towards individual businesses such as consumer or hospital products. This is a move away from the centralised system, where the manufacturing sector serviced all parts of the company.

NI rates to remain steady

There will be no increase in National Insurance standard contribution rates after changes to be made next April.

The lower and upper earnings limit for employed earners is to be raised from £38 to £39 and £285 to £295 respectively, from April 6, 1987. And the reduced contribution rates for the lower paid will be extended to apply to weekly earnings below £65 and £100 rather than £60 and £95, for employers £150 instead of £140.

Announcing the changes in Parliament last week Secretary for Social Services Norman Fowler said there would be a slight rise in voluntary contributions (class 3) and contributions made by some contracted-out employees and employers, and class 2 self-employed, although because of the above limits where earnings are low this would be small. There is no change in rate or limit for class 4 self-employed people.

Consumer law: too much retail power, says NCC

The National Consumer Council has criticised existing legislation intended to protect consumers, saying that too much power is left in the hands of retailers.

Chairman Michael Montague this week called for a Consumer Protection Bill to protect consumers from dangerous goods. He said when consumers have to rely on the retailer's word, they should be protected if that word proves to be wrong.

Speaking at this week's conference, "Retailing — survival of the fittest," Mr Montague said he hoped new legislation would tackle the inaccurate use of indications like "closing down sales" and "while stocks last".

New consumer protection legislation, proposed in a White Paper in 1984, was expected to be announced in Wednesday's Queen's speech as *C&D* went to press.

"The Secretary of State has already

signalled his keenness to take on board these points and so I await the Queen's Speech with interest," Mr Montague said.

The Consumers' Association, publishers of *Which?* magazine, largely supports the anticipated new legislation.

It expects it to have two aims: a general safety duty which will make employers and importers responsible for ensuring goods they sell are safe; and product liability, which will give consumers harmed by faulty goods, a new right to claim compensation from manufacturers without having to prove negligence.

But the Association has called for strict liability — not provided under the new legislation, which says manufacturers are not liable if they prove scientific and technical knowledge did not enable a defect to be discovered at the time of the product's introduction. "This is a gap it says, "through which the victims of another thalidomide disaster might easily slip."

The Big Bang spluttered into life when it should have sparkled. In theory it broke up the old cartel and ushered in a new era of international trading. In practice the stock exchange's computer proved inadequate for the task of displaying up to the minute prices from each of the market makers.

There were occasional breakdowns, most notably on Monday October 27, the day it all started. But even when the system was running continuously, it was imperfect. The screens had the unfortunate tendency to quote crazy prices, deciding that Beecham, say, was worth 100p less than normal. As new style market makers (old style jobbers) are bound to deal at the prices shown on their screens, this type of error could have cost them huge sums of money. The stock exchange had to bow to the inevitable, and it temporarily relented.

The chaos on the gilts market was even worse. The stock exchange decided that because the computer had to a little capacity, market makers could input prices only between certain times of the day, rather than continuously. Howls of protest went up, but mostly behind closed doors. For the private investors, Big Bang has not so far made much difference. They are not allowed to deal direct with market makers, so they still use brokers.

Many stockbrokers are offering specialist services for private investors, encouraged by the fact that five million people applied for shares in TSB and were rewarded with a doubled share price within days, giving punters the opportunity to sell at a huge profit.

Thanks to a legal quirk, the TSB had no owner. It could therefore be priced to the advantage of punters. Avis Europe, the car hire firm, was a very different case, having an American parent which is burdened by crippling debt, which it was anxious to reduce. The shares were therefore fully priced, and the offer for sale flopped, with a third of the shares left with UK underwriters and still more with Continental underwriters. These underwriters will probably try to sell their shares in the coming months so the price is likely to trade below the 250p offer price until the overhang of shares is cleared.

The problems of Avis Europe confirm that the business of pricing is no easy matter. British Gas, which was once expected to fetch £8bn, will now probably be offered to investors at a price valuing the whole company at £5.5bn.

Small firms subject to Act

The Sex Discrimination Act 1986, which has just been given Royal Assent, will apply to firms or partnerships of five or fewer people from February.

The legislation will also disallow non-legally binding discriminatory rules made by employers. From now on, however, it does allow single-sex training courses to be run without Ministerial approval, as long as they are for men or women in job areas where one sex is under-represented, or to help people to get back to work after time at home looking after families.

New rules

New rules on SSP should mean simpler administration for employers, the Department of Health said this week.

In effect the changes mean rises of 1 per cent and 4 per cent respectively for the standard and lower rates, but a cut of 16.8 per cent for the middle rate. This is because the lower and middle rates are to merge, paying a new rate of £32.85, for those earning between £39 and £76.49. The DHSS says the lower two rates only account for 15 per cent of SSP claims.

The new standard rate will be £47.20, payable to employees' earning more than £79.50. The new rates apply from April 6, but those receiving the old middle rate of £39.50 at that time will continue to get it until their sickness ends or they reach their maximum entitlement.

Change of Image

Image — the dealer arm of wholesalers Sangers Photographics — are changing their advertising plans to include hobbyist magazines and increasing the number of services offered.

Among the new services Image are planning is video hire, allowing customers to try equipment before buying or to hire equipment for special occasions such as weddings, etc; tape duplication and cine transfer; video equipment repair; mail order/telephone delivery facilities, and an information service.

Hanimex have been surprised by a takeover bid from New Zealand's third biggest company. The Chase Corporation is offering \$1.15 for every Hanimex ordinary share, valuing the company at \$79m. The offer stands for a month.

Bellair Cosmetics plc are planning a £2.23m rights issue to fund a new company, Prestij Kozmetik AS to distribute L'Oreal toiletries and cosmetics in Turkey, from next year.

COMING EVENTS

Rhodes for Unichem '87

Unichem return to the Mediterranean for their 1987 Convention. The Rhodes Palace Hotel on the island of Rhodes is the venue for the convention, beginning October 14.

The five star hotel is four kilometres from the town of Rhodes and features two swimming pools and a superb beach. The all-in package for the conference and social programme will be approximately £322 per head. Early booking is advisable. Further details from Soler Touriste, Unichem House, Cox Lane, Chessington, Surrey (tel 01-391 2535).

Monday, November 17

North Metropolitan Branch, Pharmaceutical Society, 8 pm at the School of Pharmacy, Brunswick Square, WC1. Joan Greenleaf, RPho, on "Into the 90's - an integrated service?". Joint meeting with the Guild of Hospital Pharmacists.

Tuesday, November 18

Barking and Havering Branch, Pharmaceutical Society, 7.30 pm at the Academic Centre, Oldchurch Hospital, Romford. Dr Matthews, consultant paediatrician, Harold Wood Hospital, on "OTC medicines for children".

Hull Pharmacist's Association, 7.00 pm at the Post Graduate Centre, Hull Royal Infirmary, Anlaby Road, Hull. Members' dinner. Speaker Dr M. Lewins, consultant paediatrician, "A bagful of sugar".

Lanarkshire Branch, Pharmaceutical Society, 8 pm at Old Mill Hotel. Dr R.G. Sinclair on "Pain in terminal care". Joint meeting with BMA.

Tayside Branch, Pharmaceutical Society. Refresher course for pharmacists, 7.30-9 pm at Ninewells. Dr I. Hamilton on "Diseases of the liver, biliary tract and pancreas".

Wednesday, November 19

Wirral Branch, Pharmaceutical Society, 8 pm at Wirral Postgraduate Centre, Clatterbridge Hospital. Dr Ellis on "Prostaglandins in peptic ulcer disease".

Thursday, November 20

Fife Branch, Pharmaceutical Society, 8 pm at Fernie Castle Hotel by Ladybank, Fife. Joint meeting with Dundee Branch. "The Allen & Hanburys home nebuliser safety programme".

Glasgow Branch, Pharmaceutical Society, 7.30 pm in Room 1, McCance Building, University of Strathclyde, Glasgow. Dr R. Mitchell on "Latest advances in the blood transfusion service". Joint meetings with the Guild of Hospital Pharmacists.

Harrow and Hillingdon Branch, Pharmaceutical Society, 7.30 pm at the Clinical Lecture Theatre, Northwick Park Hospital. Locums meeting with Mr Steven Axon, PSNC on "The Drug Tariff and prescription endorsement".

Manchester & Salford Branch, National Pharmaceutical Association, 7.30 pm in the boardroom, Prestwich Hospital, Manchester. Annual general meeting and "Open Forum" with NPA chairman Alan Facer and board members Jeremy Clitheroe and Marshall Gellman on the panel.

Advance Information

Society of Cosmetic Scientists Symposium on "Gums, Polymers, Thickeners and Resins" at the Majestic Hotel, Harrogate on November 24-25. Cost is £155.25 for members and £184 for non-members. Details from general secretary of Society of Cosmetic Scientists, Delaport House, 57 Guildford Street, Luton, Beds LU1 2NL.

British Institute of Regulatory Affairs, meeting and practical workshop at the Whitbread Brewery Conference Centre, Chiswell Street, London on December 11. Details and application form from Alison Bunce on 04446 6011.

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Finding a way to care

Over 80 per cent of pharmacists feel they have a role to play in caring for terminally ill cancer patients but a similar percentage feel they do not know enough about the subject to comment on such patients' care.

These results came out of the first survey of a study done by hospital pharmacist Colin Hardman who won the 1986 UKCPA/ May & Baker community pharmacy award for a study of the educational needs of community pharmacists to increase professional involvement in terminal care (see picture). Mr Hardman presented his findings at a UKCPA meeting at Derby Royal Infirmary recently.

Mr Hardman surveyed pharmacists in Norfolk Family Practitioner area before and after sending them a booklet on cancer. The response rate to the first survey was 49 per cent and to the second survey 30 per cent.

Just over 60 per cent of pharmacists replying to the first survey said that it was not always obvious from a prescription that a patient had cancer but over 90 per cent said they were made aware of this fact by their knowledge of the person or by some other person.

After receiving a booklet on terminal care covering the drugs used, pain control, nausea and vomiting, and constipation, nine out of ten pharmacists



Colin Hardman, staff pharmacist at the drug information centre, County Hospital in Lincoln, receiving the 1986 UKCPA/May & Baker community pharmacy award for his study on educational needs of community pharmacists to increase professional involvement in terminal care. Alyson Hall, product manager, consumer division, May & Baker, is seen presenting the award with Christine Clark, UKCPA chairman looking on

said the booklet taught them something new; helped in contacts with patients and health staff, and enabled them to comment on a patient's treatment where they might previously have been reluctant to do so. And 96 per cent of those replying said they would be interested in taking a further booklet on the treatment of other symptoms in those dying of cancer.

Mr Hardman concluded that the simple study showed that community pharmacists can and do become involved in caring for patients dying of malignant disease. And the need for more information on the best use of drugs for symptom control demonstrates the vital role of continuing education in maintaining and improving practice competence, Mr Hardman said.

Planning to help families

Pharmacists feel "under-trained" in giving family planning advice and information, says the director of the Institute of Population Studies, Bob Snowden. But he believes that the pharmacy is an ideal location for providing this information.

"One of the hurdles that faces dissemination of family planning information is *where* it comes from," he told a group of 45 health care professionals at a recent conference in Exeter. "The chemists shop allows an element of normality, away from the idea of medical examinations and embarrassing questions," he said.

However, Mr Snowden said that pharmacists are "moving towards" being better informed in this area. He is involved in further education for pharmacists, and is a member of a committee that reports in January 1987 on the feasibility of weekend study courses for pharmacists on family planning counselling.

National Pharmaceutical Association director Tim Astill gave a national perspective on the pharmacist's role, while pharmacist Gaynor Clark from GM Clarke Ltd, Honiton spoke on local activities.

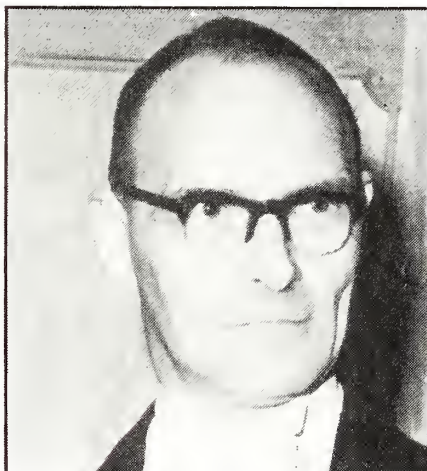
The conference, organised jointly by Health Education representatives from Role College, Exmouth, and the University of Exeter, aimed to explore the role of the pharmacist in healthcare education.

On the road

Pharmacists in the Midlands are taking the "Ask your pharmacist" campaign on the road.

Members of the Wolverhampton and Walsall branch of the Pharmaceutical Society set up an information stand in the outpatients waiting area at Walsall's Manor Hospital for two days last week, and repeated the service at Wolverhampton Civic Centre on Wednesday and Thursday.

Branch secretary Charles Nicholas explained that the idea was inspired by a postgraduate lecture on Healthcare and the pharmacy. "With Nuffield in the air, we want to get the message across that we are a profession and we have a lot to offer. We want to explain to the public that if they came in to the pharmacy more often, it would be to everybody's advantage."



Mr H. Noble, FPS, secretary and manager of the NPU (the predecessor of the NPA) from 1949-61, has been voted an honorary member of the NPA

Undercover UK Ltd: Roy Fisher is appointed managing director, Grahame Ramsay marketing director and John Patterson production director.

Legap Pharmaceuticals Ltd: Dr J.S. Burton, managing director, has been reappointed as honorary visiting professor in the Department of Chemistry, University of Surrey for three years from January 1987.

DEATHS

Beveridge: Norrie Beveridge (45), sales representative for Scotland, Seven Seas Healthcare Ltd. A company spokesman writes: "He will be greatly missed by all of us at Seven Seas, New Era, and Hofels, and by his many pharmacy friends. Mr Beveridge had been selling to chemists for over twenty years."



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PRESCRIBING INFORMATION

PRESENTATION

Tamofen-10 tablets, containing 15.2mg tamoxifen citrate BP equivalent to 10mg tamoxifen, are round, convex, off-white tablets, scored on one side and marked "T10" on the reverse.

Tamofen-20 tablets, containing 30.4mg tamoxifen citrate BP equivalent to 20mg tamoxifen, are round, convex, off-white tablets, marked "T20" on one side.

Tamofen-40 tablets, containing 60.8mg tamoxifen citrate BP equivalent to 40mg tamoxifen, are round, convex, plain off-white tablets.

For the treatment of: (1) Breast cancer. (2) Anovulatory infertility. Tamoxifen is an anti-oestrogenic drug which binds to oestrogen receptors preventing the stimulating effects of oestrogen on nuclear and synthesis. The metabolites of tamoxifen are also anti-oestrogens.

DOSAGE AND ADMINISTRATION

For oral administration

(1) Breast cancer. The daily dose is 20-40mg Tamofen-10 tablets should be given in divided doses (i.e. twice daily). Tamofen-20 and Tamofen-40 may be given as a single daily dose.

(2) Anovulatory infertility. In women with regular menstruation but anovulatory cycles, treatment should start with 20mg per day given on the second, third, fourth and fifth days of the menstrual cycle. If treatment is unsuccessful, further courses may be given during subsequent menstruation periods, increasing the dosage to 40mg, and then 80mg daily.

In women with irregular menstruation, treatment can be initiated on any day. If there are no signs of ovulation, a subsequent course of treatment may be started 45 days later, at the higher dosage level if necessary (40mg or 80mg daily). If a patient responds with menstruation then the next course of treatment is started on the second day of the cycle. Tamofen-10 tablets should be given in divided doses (i.e. twice daily). Tamofen-20 and Tamofen-40 may be given as a single daily dose.

CONTRAINDICATIONS, WARNINGS, etc.

Contraindications: Pregnancy

Precautions. Tamoxifen may be given to pre-menopausal women only after thorough examination has excluded the possibility of pregnancy.

Adverse effects. Side effects are generally mild. The following effects have been reported – hot flushes, mild nausea, mild thrombocytopenia and leucopenia.

Occasionally occurring side effects are vaginal bleeding, pruritus vulvae, skin rash, fluid retention, gastro-intestinal pain, pain from metastases and tumor pain.

Deep thromboses have occurred and with large doses of tamoxifen (160-200mg per day) toxic effects on the retina have been reported (Corneal and macular changes resulting in blurred vision have been described in a small number of cases treated continuously with these large doses for long periods.)

In breast cancer patients, temporary reductions in platelet count (usually to 80,000-90,000 but sometimes lower) have been observed during treatment with tamoxifen. The platelet counts have recovered during treatment and no haemorrhage tendency has been reported.

Hypercalcaemia has been reported in patients with bone metastases.

The adverse reactions can sometimes be controlled by a reduction of dosage.

In a proportion of pre-menopausal women treated for breast cancer, there is a suppression of menstruation; reversible cystic ovarian swelling has occasionally been observed in this group of patients receiving 40mg tamoxifen twice a day for short periods.

Treatment of overdose. Overdose causes anti-oestrogenic effects. In animals, extremely high doses (over 100 times the recommended daily dose) have caused oestrogenic effects. There is no specific antidote to overdose, and treatment should therefore be symptomatic.

PHARMACEUTICAL PRECAUTIONS:

Storage: Protect from moisture and heat (store below 25°C).

LEGAL CATEGORY:

POM

PACKAGE QUANTITIES:

Tamofen-10 in foil strip packs of 30 and 250 tablets.

Tamofen-20 in foil strip packs of 30 and 250 tablets.

Tamofen-40 in foil strip packs of 30 tablets.

FURTHER INFORMATION:

Maximum plasma levels of tamoxifen occur at 4-7 hours after administration. The elimination half-life is about 7 days. Considerable enterohepatic circulation is a probable reason for the slow elimination.

PRODUCT LICENCE No.

Tamofen-10: PL 0424/0031

Tamofen-20: PL 0424/0043

Tamofen-40: PL 0424/0055

LICENCE HOLDER:

Tillotts Laboratories, Henlow, Beds.

BASIC NHS PRICE:

10 mg (30 tablets) \$ 7.00

10 mg (250 tablets) \$ 56.30

20 mg (30 tablets) \$ 11.00

20 mg (250 tablets) \$ 86.00

40 mg (30 tablets) \$ 25.78

Further information is available on request from Tillotts Laboratories, Henlow, Beds. SG16 6DS.



Henlow Trading Estate
Henlow, Bedfordshire SG16 6DS

TAM/A2